**Headline – short, to the point, over one  
or two lines maximum**

**Introduction: include the most important and most interesting facts here, expanding on the headline just enough to capture a journalist’s interest – think about who, what, why, when, where and how.**

* If you have lots of interesting information
* It can be worth adding some bullets on the key facts
* But only if it makes things less complicated, not more

Main content goes here.

Break it up into paragraphs.

Intersperse with quotes and bolded subheadings.

Try and keep it to one page if possible.

If you have to go to a second page, put the most interesting stuff on page one.

See our cheat sheet [**How to write a press release**](https://www.bikeability.org.uk/wp-content/uploads/2025/07/How-to-write-a-press-release-©BikeabilityTrust.docx)for more tips.

ENDS

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For more information, contact: Your Name, Job Title, Organisation. T: phone. E: email. W: website

**Notes to the editor**

Here, include information like who your spokesperson is if it’s not the same person whose contact details you have included above. You can also add any supporting information, stats, additional quotes.

**About <your organisation>**

This section is for general information about your organisation. This is often details like what you do, how long you have been going and if you are a charity. You can also include any stats you have or other important information about you or your organisation.

Optional – include the text below:

**About the Bikeability Trust**

The Bikeability Trust is a Charitable Incorporated Organisation with the vision to ensure everyone has the confidence to cycle and enjoy this skill for life. The Trust manages, develops and promotes the Bikeability programme on behalf of the Department for Transport.

Bikeability is the Department for Transport’s flagship national cycle training programme for schoolchildren in England and is a key component of [Gear Change](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/904146/gear-change-a-bold-vision-for-cycling-and-walking.pdf). Bikeability cycle training is a practical training programme, which provides schoolchildren with a life skill and enables them to cycle confidently and competently on today’s roads. More than 5.5 million children have received Bikeability cycle training since the programme’s inception in 2007.

For more information or to find a course near you, visit [www.bikeability.org.uk](https://gbr01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.bikeability.org.uk%2F&data=04%7C01%7Cjessica%40bikeabilitytrust.org%7C64d426adfc624311e44608d9366359d4%7Cd5c7c7a167634fcca24592f821d33c89%7C0%7C0%7C637600622611962891%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=BuJhbkelFAWkm0MG53c00Le7c7rRdRIQMeyTm%2BfccrA%3D&reserved=0)