

Let your local newspapers know about your challenge, by writing a press release...

What is a press release?

A press release is a standardised way of communicating with journalists. Written well, it will tell them what the story is at a glance – making their job easier and making it more likely they will use what you've sent them. However, journalists receive hundreds of press releases every day, so make sure yours stands out!

What to include:

- **Which challenge you face:** include details of where you are going, specific landmarks, the length of the trip and, if you're raising money for a charity, let them know which one!
- **Include a bit about you:** why you're taking part in this certain challenge (for family/friends/personal achievement), if you are raising money for a certain charity, explain why, and mention whether or not you have embarked on a similar adventure...
- **A quote that the journalist can use:** snappy dialogue is always useful to journalists when they're putting together a personal piece, especially if it gives a little more insight into why you are so passionate about your chosen charity, or why the challenge means so much to you.

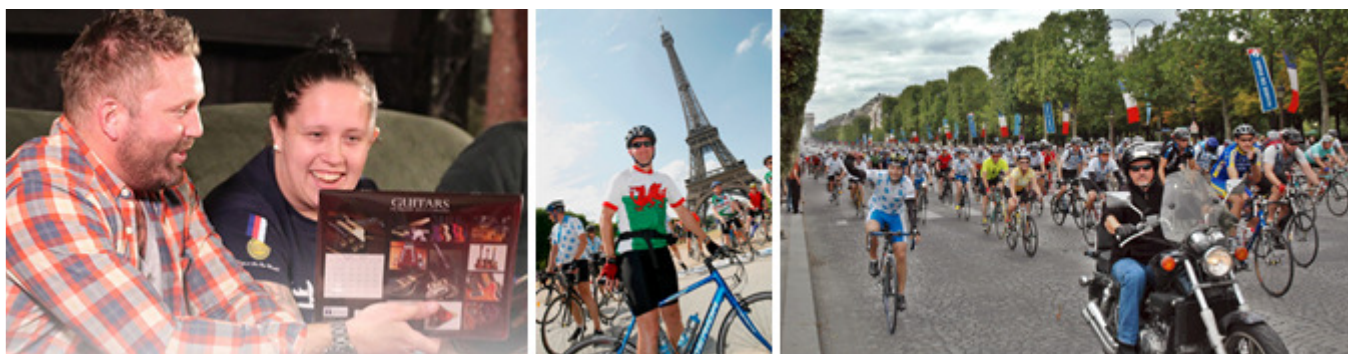
Top tips:

- **Know your audience:** research the newspaper/magazine/website/radio that you are sending the press release to... For example, don't send the press release to a magazine that specialises in music or gardening, unless you, or your challenge has a strong link with either of those subjects.
- **Personalise your press release:** if you can, find out the recipient's name. They're much more likely to open an email that's addressed to them, instead of just writing 'To whom it may concern' at the top. Plus, if you see that the journalist has travelled to the same destination/embarked on a similar adventure, mention it in the introduction.
- **Feel free to follow up the press release with a phone call,** although only do this if you haven't heard anything after more than three days. Don't call the journalist a few hours after sending the release. Usually, if the journalist is interested, they will contact you.
- **Try and include a small selection of low-resolution images** in the press release. Relevant and inspirational pictures always strengthen a press release.
- **Double check any hyperlinks** before sending the press release. If the link to the website does not work, it is unlikely the journalist will contact you asking for a new one, and will probably delete your email.
- **Make sure you have a strong subject line** so journalists want to open your email.
- **Send the press release in the body of the email, and keep it short and to the point**

Here is a sample press release to help you create yours

Highlighted in pink is the information that you will need to change in order to tailor the press release to your specific trip:

The charity challenge of a lifetime with Discover Adventure – 300 miles from London to Paris in aid of Help for Heroes



Salisbury resident, John Smith, is to bravely embark on a 300-mile, five-day cycle trip from London to Paris, with the aim to raise over £10,000 for the charity, [Help for Heroes](#).

Organised by [Discover Adventure](#) – specialists in trekking and cycling challenges worldwide for charitable fundraising – John's cycle expedition will depart on 15 June, taking him through rolling countryside in Kent before crossing the English Channel and exploring the quaint villages and medieval market towns of Northern France, with the trip culminating at the iconic Eiffel Tower.

(see [trips](#) on the Discover Adventure website to copy and paste a description of your trip – and include a hyperlink to the relevant trip so the journalist can read more....)

John (42), a doctor at Salisbury Medical Practice, is raising money for Help for Heroes, a charity that was founded in 2007 to provide direct, practical support for injured and sick Veterans, Servicemen and women, and their loved ones.

John says: "It's a charity close to my heart. One of my best friends served in Afghanistan and returned home mentally scarred. Help for Heroes played a big part in his rehabilitation, I can't thank the team enough..."

Discover Adventure offers a great deal for charities, with at least 50% of fundraising targets going direct to the charity concerned. Its responsible worldwide challenges include classic routes, such as the Inca Trail trek to Machu Picchu or Land's End to John O'Groats Cycle, remote Pioneering challenges following routes untrodden as well as tailor-made expeditions – all led by highly experienced leaders.

To support John Smith's charity challenge, visit: www.justgiving.com/johnhelpforheroes

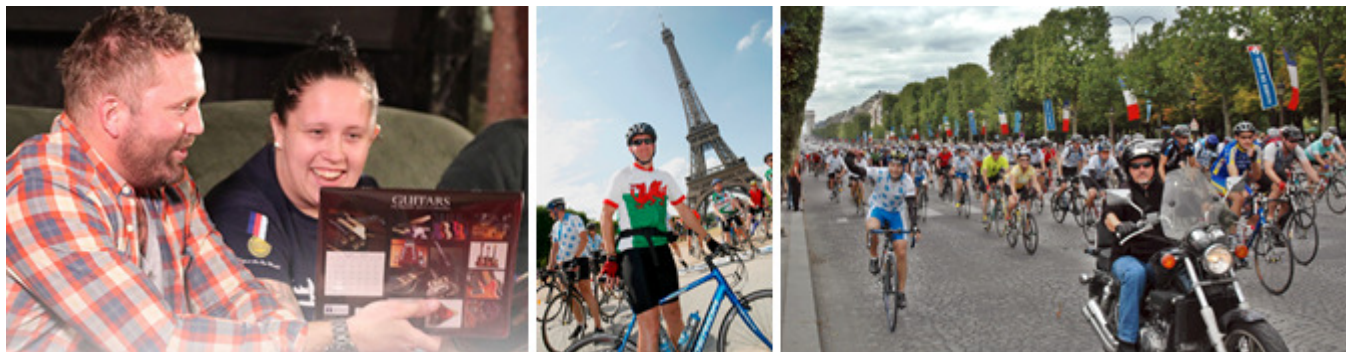
To find out more about Discover Adventure's challenges, whether self-funded or raising money for a cause close to your heart, visit www.discoveradventure.com, telephone 01722 718444, or email info@discoveradventure.com.

Ends – add Date

Press: For further information, high-resolution images or to interview the adventure expert, Managing Director of Discover Adventure, Jonathan Bryan, please contact Rosie Barcroft at Travel PR on 020 8891 4440 or email r.barcroft@travelpr.co.uk

After the challenge:

Made it! The charity challenge of a lifetime with Discover Adventure – from London to Paris in aid of Help for Heroes



Salisbury resident, John Smith, has raised a staggering £15,000 for the charity, [Help for Heroes](#), following his 300-mile, five-day fundraising cycle trip from London to Paris.

Organised by [Discover Adventure](#) – specialists in trekking and cycling challenges worldwide for charitable fundraising – John's cycle expedition, which departed on 15 June, took him through rolling countryside in Kent before crossing the English Channel and exploring the quaint villages and medieval market towns of Northern France, with the trip culminating at the iconic Eiffel Tower.

(see [trips](#) on the Discover Adventure website to copy and paste a description of your trip – and include a hyperlink to the relevant trip so the journalist can read more....)

John (42), a doctor at Salisbury Medical Practice, wanted to raise money for Help for Heroes because ... *(give reason.)*

He says: "It was such a great feeling crossing the finishing line with the Eiffel Tower looming above us. I can't believe I made it! Thank you to the many people who have donated money, put up with my crazy training hours and supported me throughout the challenge."

Discover Adventure offers a great deal for charities, with at least 50% of fundraising targets going direct to the charity concerned. Its eco-friendly worldwide challenges include classic routes, such as the Inca Trail trek to Machu Picchu or Land's End to John O'Groats cycle trip, to tailor-made expeditions – all led by highly experienced leaders.

For further information about Discover Adventure's challenges, whether self-funded or raising money for a great cause, visit www.discoveradventure.com, telephone 01722 718444, or email info@discoveradventure.com.

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