



## **Publicity: Some tips for working with the media**

# **Get your Cookie Bake event in your local media**

The Little Hearts Matter Cookie Bake is the ideal opportunity to raise awareness of congenital heart disease and the work of Little Hearts Matter.

If you are planning a Cookie Bake and would like some help on how to get publicity in your local media contact:

**Little Hearts Matter Office**  
[info@lhm.org.uk](mailto:info@lhm.org.uk)  
**t. 0121 455 8982**

If you would like to contact your local media use the following sample press release to help. Firstly, here are a few tips.

- Email your press release to the news desk of your regional/local newspaper and the forward planning desk at your regional radio and TV stations.
- Remember to give the media as much notice as possible (at least one week). It's always advisable to give the media a follow-up call after you've sent the news release. This will ensure they have all the details on your event.

Continued overleaf...

## **SAMPLE NEWS RELEASE**

### **NEWS RELEASE**

[date]

### **HEADLINE: KEEP IT SIMPLE**

*(School name/nursery name/club/pub name)* joins the Cookie Bake for children's heart charity Little Hearts Matter.

### **FIRST PARAGRAPH: WHO, WHAT, WHY, WHEN**

*(School name/nursery name/club/pub name)* is joining young people across the country in the Little Hearts Matter Cookie Bake *(date of Cookie Bake)*

A Cookie Bake event will be held at *(school name/club etc)* for all *(pupils/parents etc)* to mark Congenital Heart Disease Day.

### **SECOND PARAGRAPH: BRIEF DETAILS ON LITTLE HEARTS MATTER**

Little Hearts Matter is the national charity which supports families where a single ventricle heart condition (half a functioning heart) has been diagnosed. **In Britain each year there are 600 pregnancies where the foetus develops a heart where, for various reasons, one of the two pumps does not work. A generation ago the life expectancy of these children was a few hours. Today a series of surgical operations re-plumb the heart enabling the one pump to circulate the blood throughout the body. It enables children to live full lives with some restrictions on their physical activity. However their life expectancy is shorter and many could face a heart transplant in their teens.**

### **INCLUDE A QUOTE**

Commenting on the Cookie Bake *(headteacher/ spokesperson)* said *(quote explaining what difference the Cookie Bake will make/the benefits the Cookie Bake brings to pupils/young people etc)*

### **ALWAYS INCLUDE CONTACT DETAILS**

For more information: *(contact name and tel/email address).*

**For more information on Little Hearts Matter visit [www.lhm.org.uk](http://www.lhm.org.uk)**

If there is the opportunity for the media to take pictures include the following:

### **PHOTO OPPORTUNITY / PHOTOCALL**

*(Time, date, place, will be baking cookies/selling cookies)*

Please contact *(name)* to confirm attendance.

For more information contact *(contact name and telephone/email address).*