**Unravel the Mysteries of Press Releases at This Year’s Edinburgh Festival Fringe**

*Company Name in Italics presents*

**Show Name in Bold**

This is a **quick introductory paragraph** to let the reader know exactly what you are doing. E.g.

Debuting at this year’s Edinburgh Festival Fringe is a brand-new show about the joy of press releases.

Next, is the **what** paragraph. This is where you let the journalist know exactly what your show is about. You may have **interesting stories about your company**, or **why you’re doing the show**, but it’s important that you let them know exactly **what to expect from the show itself**. Get across the tone of the show and avoid it sounding like what’s written on your flyers or posters.

Then it’s the **why** paragraph. This is important as journalists want information from your release that they couldn’t just get from anywhere else, like your flyer or your listing. Give them the story behind your show. If it’s new work, **why did you create it**? If it’s a revival, then **why have you brought it to the Fringe?** What about your show is **interesting, unique and relevant?** What can often help a paragraph like this, is a quote from one of the Creative Team in the body of the text. Something like, ‘Speaking of the creation of the show, playwright Rea Leese says, ‘*And then add your quote in italics’*. This can help break up your text, but also help the journalist feel like they are getting an actual comment from the company.

Then you need to let them know **who** you are; this is you as **a performer, as a company, or both**. This is where you can briefly mention your **experience, or your inspiration or goals**. The focus is on this year’s show but it’s fine to mention past successes, because this validates you as a company. Think about your **ethos and what you hope to achieve**.

*‘It can be great to include past reviews in your release as these once again validate the success you have had and show you are a company to take seriously.’* ***Alan Gordon, Press Release Weekly***

*‘I’d stick to two or three max, as once again you don’t want to distract from this year’s show or make it feel like you have been reviewed plenty already’* **Always give an attribution for your quote.**

*‘You’ll have noticed by now the quotes should be in italics’* **And where they are from in bold, after.**

**Example Listings Information**

**Venue:**The Media Office Example, Fringe Central (Venue 2)

**Tickets:** Mon-Thu £8 (£6), Fri-Sat £10 (£8)

**Previews:**5-6 Aug 2015    **Dates:** 7-29 Aug 2015 (not 9, 16, 23)

**Time:**22:30 (1h 30min)

**Box Office:**0131 226 0000,

**Website:** [tickets.edfringe.com](https://tickets.edfringe.com/whats-on/macbeth-like-youve-never-seen-her-before)

For further information, images *(you could add a Dropbox link to images)*, or to request a media ticket please contact **Media Example** on [example@example.com](mailto:example@example.com) or **0131 240 1919.** *You can also add your* ***Social Media Channels***