



Bring a **Senior** to Playgroup Week

Engaging With Media – Ideas for Writing a Media Release

Attached is a generic media release which you can adapt and use to promote your *Bring a Senior to Playgroup Week* celebration.

Some tips:

- Copy the text from the generic media release to a clean document. Adapt it to your playgroup and event by inserting your details and including some localised quotes from your key spokesperson. Proof-read it and save it.
- Distribute the finalised media release to your local community newspaper editor via email.
- Make sure that your playgroup spokesperson is available to talk to the media in the lead-up to and on the day of your celebration.
- Plan to include activities that will generate good photos for the newspaper coverage.
- Enjoy your event!

We'd love to see any media coverage or photographs of your event.

Please email publications@playgroupwa.com.au or tag us @playgroupwa

(Insert date of media release)

(Insert name of your playgroup) to celebrate Bring a Senior to Playgroup Week (insert current year)

The **(your playgroup)** will hold a **(description of your event)** to encourage families in the **(suburb/town covered by your event)** to celebrate *Bring a Senior to Playgroup Week* - the annual celebration of the important role our seniors play in both families and communities.

Bring a Senior to Playgroup Week runs from **(date range and current year)** and celebrates the important role seniors play in our lives. It reminds us all that community health is enhanced by family happiness.

Bring a Senior to Playgroup Week is a time to celebrate with family and friends and share in the enjoyment of fun activities within the local community. It is a time to celebrate the meaning of family and to make the most of family life. It's a great opportunity to reflect on the vital role that seniors play in teaching, supporting and nurturing young children, especially as they grow.

The **(name of your event)** will be held at **(venue and location/address)** from **(start and finish times)** on **(day and date)**.

Highlights of the celebration will include **(list any special people, activities etc)**.

(Title and name of your playgroup spokesperson) said the celebration was aimed at **(adapt to your session/celebration)**.

(Insert a quote about your session/celebration and what you hope to achieve.)

For more information or to arrange media interviews, contact:

(Your playgroup spokesperson's name and contact details, including an after-hours phone number)

Bring a Senior to Playgroup Week is run by Playgroup WA. Playgroup WA is the not-for-profit peak body that has been supporting, servicing and establishing playgroups across WA for almost 50 years. For more information on Playgroup WA, visit www.playgroupwa.com.au or call the Playgroup WA Hotline on 1800 171 882.