

Press Release Guide

The media is a free and powerful platform to increase awareness of the work we do.

Who you are, the ICS scheme and what you've been doing to make a difference to people's lives all makes a brilliant 'human interest' story. But to get journalists and editors interested you need a 'hook'. The 'local lad/lass done good' notion is usually a strong selling point.

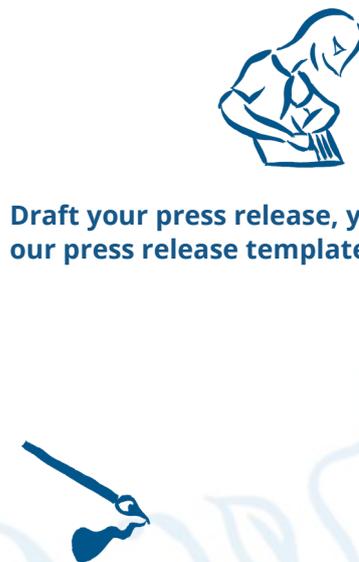
Key things to remember:

1. WRITE ABOUT YOURSELF IN THE THIRD PERSON
2. KEEP IT CONCISE AND SIMPLE—1 A4 SIDE MAXIMUM
3. DON'T USE JARGON
4. INCLUDE A QUOTE
5. DON'T FORGET YOUR NAME & CONTACT NUMBER



How to contact your local media:

Call them after a day or two! This might seem scary, but news desks love to hear new stories.



Find your local newspaper, who can you contact? If you're phoning, ask for the news desk email address.

Copy and paste your release into the email, and send!

Read it out loud... does it flow? Is the story interesting?

(Insert date e.g. 1 January 2016)
For immediate release

(Your Name) uses (The country you volunteered in) volunteering experience to help (Your Home Town) community

A (insert town/city where you are from) (insert profession or man/woman) is (insert Action at Home activity) after returning from working on a project tackling poverty in (insert country your placement was in).

(Insert full name), (insert age – e.g. 20-year-old), worked alongside volunteers from (insert country) for (insert number of weeks/months of placement), as part of the government funded development programme, International Citizen Service (ICS).

(Insert forename) worked on a project run by the development charity, International Service, which works with overseas partner organisations to support marginalised groups including women, children and people with disabilities. Their projects range from supporting female artisans in Ghana to earn a fair wage, to using sports to reduce stigma surrounding people with disabilities in Burkina Faso, to giving Palestinian women access to legal support.

ICS allows young people aged 18-25 to contribute to long-term development projects in one of 28 developing countries. The scheme offers young people the chance to develop personally and learn about team working and leadership on projects that are of genuine value to communities around the world.

(Insert forename) is now using his/her/their experience overseas to (give additional detail about Action at Home activity aims). This 'Action at Home' project is a key part of ICS and means UK and overseas communities benefit from the skills that volunteers gain while working in developing countries. Volunteers are encouraged to use their Action at Home to raise awareness about their overseas work and increase understanding of global development issues, or support a project in their home community.

(Insert first name) said: "It was really challenging but rewarding work in (insert country your placement was in) and now I'm back at home, I feel so inspired and motivated by the people I lived and worked with. My (reference Action at Home activity) is just the first step to me becoming more active in my community and hopefully making a positive change in the world. I'm keen to get involved in (more volunteering opportunities doing.... encouraging more people to do ICS/development work), and apply my new skills."

(Or of course, you can write your own quote!)

To find out more about ICS or to apply, visit www.ics-uk.org.uk or call 0208 780 7400.

Ends