

# Session 3B: Press Release

**Press releases are a great way to publicise your social action projects in the local press. You can use the below template to write a press release about your project and the impact that it aims to have in your local community. You then can then email your local news desk, including the press release in the body of the email.**

## **[Title]**

- Explain what the release is about
- Keep it short and snappy with 11 words maximum

## **[Paragraph 1]**

- General rule is to cover the following: Who, what, where, when, why
- This paragraph is an overview of the whole story and should provide all the key points in just a couple of sentences
- It should talk about your project and its impact

## **[Paragraph 2/3]**

- More detailed information about your project or the 'Circle of Life' award

## **[Paragraph 3/4]**

- Supporting quote. Could either be from your teacher, a beneficiary of the project or the project partner who are you working with.

## **[Ends]**

**Notes to editors** (in the below section you need to include information about the following three topics – these are things which you don't have space for in the press release but which might be of interest to the editors)

**For more information, photos and interviews please contact [Name of teacher] at [teacher's email and phone number]**

**The 'Circle of Life' award [Here you need to include the below blurb about the 'Circle of Life' award]**

The 'Circle of Life' award has been created by the Young Citizens in partnership with the Disney Theatrical Group. The project aims to support young people to work together in a team to plan and implement volunteering projects in their local community. The stage production of *The Lion King* begins with the song 'Circle of Life'. This song in effect summarises the values of the play, suggesting that we all have a place and a role to play in society, that we are all connected and that our existence lies in a delicate balance depending on our relationship with others. The 'Circle of Life' award encompasses the sentiments of *The Lion King* in holding community at its centre.

**Your School [Here you need to add a few sentences about your school]**

**The Young Citizens [Here you need to include the below blurb about the Young Citizens]**

Young Citizens is an education charity which inspires young people to take part in society as equal members. We help them to understand the law, politics and democratic life.

It promotes participation, helps teachers to teach citizenship and works with young people on issues that matter to them.

Young Citizens wants a democracy in which everyone has the knowledge, skills and confidence to take part as active citizens.

[www.youngcitizens.org](http://www.youngcitizens.org)



# Example Press Release:

## **Students of Hales Grammar School stage a pantomime for Age UK's 'Friends of the Elderly'.**

The students of Hales Grammar School visited Tatewell Court retirement community on Thursday evening to meet the residents and put on a production, all to raise awareness for Age UK's 'Friends of the Elderly' campaign, the charity which they had decided to support to achieve the Circle of Life award. The aim of the afternoon was to highlight the growing problem of isolation in the elderly population and encourage younger generations to visit elderly members in their community.

The students of Hales Grammar School chose to partner with Age UK and spent the afternoon making cakes and having tea with the residents, before taking to the stage in the evening. Parents were encouraged to buy tickets and attend the production, which will go towards Age UK's campaign to combat loneliness and isolation. The production was a great success, packing out Tatewell Court's hall and raising £580.

### **The 'Circle of Life' award**

The 'Circle of Life' award has been created by the Young Citizens in partnership with the Disney Theatrical Group. The project aims to support young people to work together in a team to plan and implement social action projects in their local community. The stage production of *The Lion King* begins with the song 'Circle of Life'. This song in effect summarises the values of the play, suggesting that integrity is key to a fulfilling life, that we are all connected and that our existence lies in a delicate balance depending on our relationship with others. The 'Circle of Life' award encompasses the sentiments of *The Lion King* in holding community at its centre.

The Circle of Life award has been created for schools by Young Citizens, an education charity and the Disney Theatrical Group to recognise students who set up exceptional volunteering projects in their local community.

Emma Dodds, a resident at Tatewell Court, spoke of the simple but powerful effect of socialising with the young: "Sometimes one forgets just how joyful it was to be young. So many elderly people these days are stuck with only themselves for company and that just isn't a good way to live. When you see the smiles on the faces of the children and then even bigger smiles on the faces of the residents, it shows how something as simple as making a cake together can change the feeling of the whole community. It has been a wonderful day."

### **Notes to Editor**

**For more information, photos and interviews please contact Ms Smith,  
T: 07843124356, E: s@halesgrammar.co.uk**

### **Hales Grammar School**

The Hales Grammar School is a mixed academy school which is based in Hertford, it became an Academy in 2012.

### **Young Citizens**

Young Citizens is an education charity which inspires young people to take part in society as equal members. We help them to understand the law, politics and democratic life.

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# The Circle of Life Award

*The Lion King* begins with a song the 'Circle of Life'. This song in effect summarises the values of the play, suggesting that we all have a place and a role to play in society, that we are all connected and that our existence lies in a delicate balance depending on our relationship with others. It also underpins the values of this project; in order to achieve the 'Circle of Life' award, each student team should submit evidence as listed below.

You could even make a video to support your application or show the impact of your project with a poster – feel free to get creative. You should itemise the evidence and give a very brief overview of how the evidence fits the criteria.

Evidence should be submitted by the end of day on 10th July.

If further evidence is required you will be contacted by 17th July.

Evidence should be uploaded along with your 'Circle of Life' award application and completed evaluation, via the online form at [www.lionkingeducation.co.uk/circleoflifeaward](http://www.lionkingeducation.co.uk/circleoflifeaward)



# Session 3B: Online Application Form Sample

When your project has been completed, your teacher or another nominated person will need to apply for the 'Circle of Life' award using an online form like this one below.

## 'Circle of Life' Award Application Form

This is your chance to tell us about your project and apply for the 'Circle of Life' award! This form should be completed by a teacher, project leader or another nominated person. Please include evidence of your project including photographs, testimonials from student participants and, if possible, testimonials from project benefit claimers.

<b>School name</b>	<b>School postcode</b>
<input type="text"/>	<input type="text"/>
<b>Name of team (optional)</b>	<b>Number of students in team</b>
<input type="text"/>	<input type="text"/>
<b>Year groups involved</b>	<b>Key area of interest</b>
<input type="text"/>	<input type="text"/>
<b>Aim of project (in one sentence)</b>	
<input type="text"/>	
<b>Partner organisations (if applicable)</b>	
<input type="text"/>	
<b>Describe your project</b>	
<input type="text"/>	
<b>Skills developed by the team (eg leadership, organisation, collaboration, teamwork, flexibility, research and consultation)</b>	
<input type="text"/>	
<b>Please describe a moment of success</b>	
<input type="text"/>	
<b>Please describe when the team overcame a challenge</b>	
<input type="text"/>	
<b>Upload up to 4 images of your project (Formats accepted: jpeg, png, gif, pdf. Total file size 5MB)</b>	
<input type="text" value="imagename.jpg"/>	<input type="button" value="DELETE"/>
<input type="text"/>	<input type="button" value="UPLOAD"/>
<b>Name of person completing this form</b>	<b>Role (e.g. student or teacher)</b>
<input type="text"/>	<input type="text"/>
<b>Contact details (please enter a school email or phone number only)</b>	
<input type="text"/>	
<input type="checkbox"/> I have read and agree to the <a href="#">Terms and Conditions</a>	
This application will be sent to the Disney theatrical education team who will be in touch about arranging your award in the near future.	
<input type="button" value="SUBMIT"/>	