**PR Tips for Bikeability Providers**

PR, or public relations, is a great way to promote your work as a Bikeability training provider in the press. By letting the press know what you’re doing, you can earn exposure in print, online and with broadcasters.

Here are some top tips for writing a press release:

**Make sure it’s interesting**

Use a hook to base your PR on – have you reached a delivery milestone? Have you been successful in a bid for funding? Are you opening new premises? For journalists to take notice, you must be talking about something new and interesting. Have a look at [Bikeability’s news section for examples of press releases.](https://www.bikeability.org.uk/bikeability-news/)

**Use an attention grabbing headline**

Journalists are busy and receive hundreds of press releases each week. Make sure your headline gets their attention whilst also explaining what your news is. Feel free to use puns where appropriate. [Find out more about headline writing here.](https://class-pr.com/blog/attention-grabbing-headline/)

**Be clear and concise**

In your first paragraph answer the following questions, but try and keep it short, you can expand later in your press release.

* Who is this press release about?
* What has happened?
* Why has it happened?
* Where is it happening?

Generally, your press release shouldn’t be more than around 700 words. Journalists are often in a rush and the quicker you can get to your point, the more likely they are to read your press release.

**Include quotes**

Quotes are important as they add different voices to your press release. As well as using a quote from your own spokesperson, please contact the Bikeability Trust for a quote from CEO Emily Cherry. Emily is always happy to help spread the word about Bikeability! Get in touch with the communications team by emailing [hello@bikeabilitytrust.org](mailto:hello@bikeabilitytrust.org), to request a quote. Please give the Trust at least three working days to arrange your quote.

**Use fantastic images**

At Bikeability we’re very lucky, we have lots of images of children having the time of their lives cycling. Always make sure to use an interesting picture that reflects the story you’re telling in your press release. If you’re struggling to take your own image, the Bikeabiltiy Trust has a large archive of diverse images if you need to use them – you can find them in our [media toolkit.](https://www.bikeability.org.uk/about/media-toolkit/)