**Headline – Keep it short and to the point, 10-15 words or less**

**Introduction - include the most important and most interesting fact here**

Main content – see our PR tips for ideas of what to include. Try and keep it to one page if possible.

ENDS

Make sure you include a link to your website if you have one, and contact details so the journalist can get in touch if they want more information.  
Name  
Telephone  
Email

**Notes to the Editor**

You can include information like who your spokesperson is if it’s not the same person whose contact details you have included above.

**About <your organisation>**

This section is for general information about your organisation. This is often details like what you do, how long you have been going and if you are a charity. You can also include any stats you have or other important information about you or your organisation.

You can also include information about Bikeability:

**About the Bikeability Trust**

The Bikeability Trust is a Charitable Incorporated Organisation with the vision to ensure everyone has the confidence to cycle and enjoy this skill for life. The Trust manages, develops and promotes the Bikeability programme on behalf of the Department for Transport.

Bikeability is the Department for Transport’s flagship national cycle training programme for schoolchildren in England and is a key component of [Gear change](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/904146/gear-change-a-bold-vision-for-cycling-and-walking.pdf). Bikeability cycle training is a practical training programme, which provides schoolchildren with a life skill and enables them to cycle confidently and competently on today’s roads. More than 3.6 million children have received Bikeability cycle training since the programme’s inception in 2007.

For more information or to find a course near you, visit [www.bikeability.org.uk](https://gbr01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.bikeability.org.uk%2F&data=04%7C01%7Cjessica%40bikeabilitytrust.org%7C64d426adfc624311e44608d9366359d4%7Cd5c7c7a167634fcca24592f821d33c89%7C0%7C0%7C637600622611962891%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=BuJhbkelFAWkm0MG53c00Le7c7rRdRIQMeyTm%2BfccrA%3D&reserved=0)

You can see some [examples of our press releases on our news page here](https://www.bikeability.org.uk/blog/).