**Below is a sample press release which can be modified for your own event. This includes a quote from our Chief Executive, Dr Mark Downs, and the red highlight shows where you can tailor this to your event. You may also want to use a form of the press release for your website.**

**Please get in touch if you have any questions:** **regions@rsb.org.uk**

**Media tips**

To find the contact details of your local newspapers look on their websites, or search for your town on [www.mediauk.com](http://www.mediauk.com).

Journalists may get hundreds of press releases per day – some won’t even be opened. To maximise your chance of being noticed use the name of your town in the title of your email if you are sending to your local paper, and make it informative and exciting e.g. **Cambridge event: Public lecture from a Nobel Laureate**

Invite the journalist along or suggest they send a photographer.

Some newspapers have events sections, so it may be worth sending something off for those as well as or instead of a news story.

Make sure you provide your contact details.

You may want to add some interesting facts into the press release related to the biology you are covering.

Photos really maximise the chance of good coverage. Ideally attach a good-quality photo which isn’t so large that it clogs up the journalist’s inbox. Provide a caption for it in your email.

You could also think of contacting your local radio station.

Sample press release to be sent to *Moon Times*

**MOON SCIENCE CENTRE OPENS ITS DOORS FOR BIOLOGY WEEK**

***Explore the world of martian research on 15th October***

On 15th October 2014, residents of the moon have the chance to visit the Moon Science Centre as part of the Biology Week 2014. The Moon Science Centre will open the doors of its labs to show how the science within is contributing to feeding the world’s growing population.

The event, which starts at 10am, is organised by the Royal Society of Biology Moon Branch. Dr Iguana, from the Moon Branch, says: “At the event there will be the chance to extract DNA from a martian, plant your own moon tree and learn how an iguana runs. From children to grandmothers, there will be fun activities everyone can take part in. The event was funded by the Royal Society of Biology’s, through its Regional Grant Scheme.

“The moon is one of the UK’s leading cities for martian research, and we hope to see lots of local residents on 15th October. It’s a perfect chance to learn about the research taking place here.”

The Moon Science Centre, part of the Royal Society of Biology, is a research institute focussed on food security for martians.

Dr Mark Downs, Chief Executive of the Royal Society of Biology, says: “Biology affects us all: biological research has helped provide food, medicines, vaccinations, and much more. We have organised Biology Week to share our fascination with the world around us.”

The event is free and everyone is welcome. To book your place on the spaceship, please visit...

- ENDS -

**Notes for editors:**

*Your contact details*

**The Royal Society of Biology** ([www.rsb.org.uk](file:///C%3A%5CUsers%5Cjanemagill%5CDesktop%5Cwww.rsb.org.uk)) is a professional body for bioscientists – providing a single unified voice for biology: advising Government and influencing policy; advancing education and professional development; supporting their members, and engaging and encouraging public interest in the life sciences.