**Pre-Games Template Press Release**

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| **PAGE HEADER**  *\*Delete as applicable* | **LOCAL PRESS RELEASE**  **FOR IMMEDIATE RELEASE/NOT FOR RELEASE UNTIL 00:00 hours on (date month)\*** |
| **HEADLINE**  *Keep it factual, it will quite likely be changed before publication anyway.* | **FRIENDS OF NORK PARK TO STAGE THEIR THIRD COMMUNITY GAMES** |
| **THE FIRST PARAGRAPH**  *This should immediately engage the reader. If press releases get cut, they are usually cut from the bottom, so get the important information in early!*  *Think about:*   * *Is it your first Community Games?* * *What is the best thing about your Games?* * *Why would people want to take part/volunteer?* | The third Nork Community Games takes place on Saturday 9th August in Nork Park from 10.00am – 4.00pm and everyone is invited! The event is now well established in the annual calendar, having originally been inspired by the London 2012 Olympic and Paralympic Games.  Nork residents will again come together to take part in a day packed with sporting and cultural activities. The highlight of the day will be the appearance by Team GB Olympic gymnast and Nork resident Ann Jones who will give a demonstration and chat to everyone about her sporting career. |
| **DETAILS**  *This is where you should provide the rest of the important details. Outline the programme for the day(s).* *Please ensure you include the paragraph on Community Games highlighted in the example on the right.* | Part of the Community Games programme across the country, and organised by the Friends of Nork Park, the Nork Community Games will be officially opened by the Mayor of Nork.  There will be something for everyone on the day with activities for all ages, including face painting, a kite-making session, the chance to have a go at bowls, touch rugby, rounders and street dancing and people who are feeling competitive will be able to row 500 metres on a rowing machine, with prizes for the fastest times.  On sale throughout the day will be a tempting of array of food made from locally sourced ingredients and the entertainment will be provided by the Nork Male Voice Choir.  Community Games was originally created to give everyone up and down the country the chance to celebrate the London 2012 Olympic and Paralympic Games. Since January 2012, more than 2,500,000 people have taken part in local events across the country. Community Games is delivered by the County Sports Partnership Network and the YMCA. |

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| **QUOTES**  *Quotes will add interest to your release. Try to incorporate one from a local dignitary or personality and you can also use the quote from David Moorcroft for your Games* | Olympian and Community Games Ambassador, David Moorcroft OBE, said, “The (Name) Community Games is a great way of bring the whole community together for a fun day out to commemorate the London 2012 Olympic and Paralympic Games. I wish everyone involved every success, and I’m really pleased that the residents of (Name) are part of the Community Games movement. ”  Anne Smith, Chair of the Friends of Nork Park said, “Our Community Games has really brought the whole community together and as soon as last year’s event finished people were talking about the next one. I would like to thank everyone who has contributed to the organisation of the event. We are all looking forward to the day on 9th August.”  For more information visit our page on the Community Games website: [www.communitygames.org.uk/games/nork\_community\_games](http://www.communitygames.org.uk/games/nork_community_games) or our facebook page: [www.facebook.com/pages/nork\_community\_games](http://www.facebook.com/pages/nork_community_games)  **-ENDS-** |
| **CONTACT DETAILS**  *Ensure you include your name, number and email so that the journalist can get hold of you if they want more information. If they do contact you, try to respond as quickly as possible – they may want to make a special feature of your Games and have a tight deadline to meet.* | **Anne Smith**  Chair of Friends of Nork Park  e: Anne@FONP.co.uk  w: www.FONP.co.uk  t: 01234 567 890  **Notes To Editors** |
| **NOTES TO EDITORS**  *This is where you can provide any relevant background information – all press releases you send out must include all the information on the right in your Notes:* | **Community Games**   * The Community Games programme was launched in the West Midlands in 2010 and was originally funded for three years by Legacy Trust UK. In 2012 the programme received funding from the Government’s Social Action Fund, with additional funding allocated in 2013. * Since January 2012 more than 3,500 communities have staged Community Games events, which have been enjoyed by more than 2,500,000 participants. * The Community Games are inspired by the Wenlock Olympian Games founded by Dr William Penny Brookes in 1850 and still held annually in Much Wenlock, Shropshire. The Wenlock Olympian Games were the inspiration behind the modern Olympic Games when Baron Pierre du Coubertin, founder of the modern Olympic movement, visited the games in 1890. The Community Games programme pays homage to a community event that inspired a global event, and now uses that global event to inspire a new raft of community events.   **Legacy Trust UK**   * Legacy Trust UK is an independent charity set up to create a lasting cultural and sporting legacy from London 2012 in communities across the UK.   **The YMCA**   * Founded 166 years ago, the YMCA is the largest and oldest youth charity in the world, operating in over 250 communities in England with 135 local representations. * In England, the YMCA offers accommodation and vital support that enables a young person to live independently, grow, achieve and contribute to their community.   **The County Sports Partnership Network (CSPN)**   * The County Sports Partnership Network brings together 49 County Sports Partnerships from across England, and is responsible for supporting the delivery of national sports policy at a local level by shaping it to the needs of local communities. * The CSPN brings together the knowledge and expertise of a range of local delivery partners – including local authorities, clubs and schools – which enables it to use resources in the most efficient way possible to deliver sport in local communities.   For further information visit: [www.communitygames.org.uk](http://www.communitygames.org.uk) |

*So your finished press release will look something like the example over the page:*

**LOCAL PRESS RELEASE FOR IMMEDIATE RELEASE**

**FRIENDS OF NORK PARK STAGE THEIR THIRD COMMUNITY GAMES**

The third Nork Community Games takes place on Saturday 9th August in Nork Park from 10.00am – 4.00pm and everyone is invited! The event is now well established in the annual calendar, having originally been inspired by the London 2012 Olympic and Paralympic Games.

Nork residents will again come together to take part in a day packed with sporting and cultural activities. The highlight of the day will be the appearance by Team GB Olympic gymnast and Nork resident Ann Jones who will give a demonstration and chat to everyone about her sporting career.

Part of the Community Games programme across the country, and organised by the Friends of Nork Park, the Nork Community Games will be officially opened by the Mayor of Nork..

There will be something for everyone on the day with activities for all ages, including face painting, a kite-making session, the chance to have a go at bowls, touch rugby, rounders and street dancing and people who are feeling competitive will be able to row 500 metres on a rowing machine, with prizes for the fastest times.

On sale throughout the day will be a tempting of array of food made from locally sourced ingredients and the entertainment will be provided by the Nork Male Voice Choir.

Community Games was originally created to give everyone up and down the country the chance to celebrate the London 2012 Olympic and Paralympic Games. Since January 2012, more than 2,500,000 people have taken part in local events across the country. Community Games is delivered by the County Sports Partnership Network and the YMCA.

Olympian and Community Games Ambassador, David Moorcroft OBE, said, “The (Name) Community Games is a great way of bring the whole community together for a fun day out to commemorate the London 2012 Olympic and Paralympic Games. I wish everyone involved every success, and I’m really pleased that the residents of (Name) are part of the Community Games movement. ”

Anne Smith, Chair of the Friends of Nork Park said, “Our Community Games has really brought the whole community together and as soon as last year’s event finished people were talking about the next one. I would like to thank everyone who has contributed to the organisation of the event. We are all looking forward to the day on 9th August.”

For more information visit our page on the Community Games website: [www.communitygames.org.uk/games/nork\_community\_games](http://www.communitygames.org.uk/games/nork_community_games) or our facebook page: [www.facebook.com/pages/nork\_community\_games](http://www.facebook.com/pages/nork_community_games)

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For more information contact Simon Taylor on 0123 456 7890 or at [simontaylor@aol.com](mailto:simontaylor@aol.com)

**Notes to Editors**

**Community Games**

* The Community Games programme was launched in the West Midlands in 2010 and was originally funded for three years by Legacy Trust UK. In 2012 the programme received funding from the Government’s Social Action Fund, with additional funding allocated in 2013.
* Since January 2012 more than 3,500 communities have staged Community Games events, which have been enjoyed by more than 2,500,000 participants.
* The Community Games are inspired by the Wenlock Olympian Games founded by Dr William Penny Brookes in 1850 and still held annually in Much Wenlock, Shropshire. The Wenlock Olympian Games were the inspiration behind the modern Olympic Games when Baron Pierre du Coubertin, founder of the modern Olympic movement, visited the games in 1890. The Community Games programme pays homage to a community event that inspired a global event, and now uses that global event to inspire a new raft of community events.

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**The County Sports Partnership Network (CSPN)**

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For further information visit: [www.communitygames.org.uk](http://www.communitygames.org.uk)