

HEADLINE: One line, concise, compelling and impactful

(you can use this headline as the subject line in your email too)

SUBHEAD: Keep this to one line too *(this just provides a little more context to your attention-grabbing headline)*

PARAGRAPH 1 – Location, date: *present for your media influencers the what, where, who, why and when of your story, that gives it its newsworthiness. As an example, here is RUDE's opening paragraph of their launch release:*

UK, October 27th 2016 – RUDE Communications, the UK's first communications agency focusing exclusively on the 'new economy', launches today. So, what is this 'new economy'? Now, organisations are collaborating with their stakeholders – their 'crowd' in new ways. They are embracing the sharing and circular economies to create products and business models that are sustainable – environmentally, socially and economically.

PARAGRAPH 2 – *provide the evidence that supports your story – usually facts or statistics from respected sources (that a journalist can verify) that ties in with your main key message. This demonstrates to the journalist that you haven't made anything up. For example: RUDE used a box and bulleted points to make this stand out, for the media to see and understand quickly:*

- "Valued at over \$15bn globally, the sharing economy industry is predicted to grow to \$335bn by 2025." PwC
- "UK's sharing economy has grown the fastest in Europe, with transactions almost doubling to £7.4bn in 2015." PwC
- "Companies adopting sharing economy models have been shown to double their profit in the first year." Deloitte
- "The circular economy is gaining traction with business and policymakers, with significant opportunities across society." Ellen MacArthur Foundation

PARAGRAPH 3 – so you’ve said what you do (and why you’re writing the press release) and you’ve backed this up with stats or facts to validate it. Now provide more detail – answer the need for your marketplace here. In our RUDE press release example we talk about the different business types embracing sharing economy principles:

“From crowdfunding and crowdsourcing to peer-to-peer marketplaces. And from sustainable models of renting and refurbishing to urban farming, the possibilities for businesses to share and collaborate are really exciting,” says **RUDE**. “Uber and AirBnB are now mainstream examples, but there are great innovations happening across industry sectors. Kid’s bike brand Islabikes is working to adopt a model of rental rather than purchase. And service companies like PwC are ‘going circular’. They are recycling and repurposing to divert their waste – laptops, old textiles, paper and plastics – to reuse.”

PARAGRAPH 4 – Explain why you are suited to creating this marketplace, perhaps in a quote, possibly from the founder or CEO of your organisation. Again, here is an example from RUDE’s own launch press release.

RUDE is co-founded by Eve Laird (a PR and communications professional), and Elle Tucker (a respected journalist and experienced advertising creative).

“We have launched **RUDE** to help businesses who are, or want to, embrace this ‘new economy’ of sharing and collaboration. Because, at its heart is people. And effective collaboration comes from effective communication.” says Eve. “Each organisation will need to engage with its unique ‘crowd’ of stakeholders... their customers, influencers, partners, supply chains and investors, in new ways. And we love nothing more than to help organisations involve their crowd in their business. Because building relationships is what will gain the trust and loyalty of the very people who will help to future proof their business.”

Elle says, “The rise of this new economy is a significant cultural and economic shift – and one that businesses who are looking to the future – are embracing. We are inspired by imagination and innovative enterprise, rooted in sustainability. And how we can all share and work collaboratively to ensure our world remains a beautiful and interesting place.”

Paragraph 5 – to give your release some added credibility share a quote from someone external to your organization, a respected independent third party (in which case, ask their permission). It is common practise to write the quote on behalf of your nominated spokesperson that they can then approve. **RUDE** asked Benita Matofska from The People Who Share.

RUDE is partnering with The People Who Share, a social enterprise and consultancy founded by global sharing economy thought leader Benita Matofska. Benita says, “We are delighted to welcome **RUDE** to our Global Innovator Network. Our members are trusted experts who can deliver a range of services, from tech solutions or finance to, in **RUDE**’s case, communications for the new economy – helping organisations achieve their sharing economy goals.”

– **Ends** – – typing ends signifies to the reader that this is the end of your story

After – ends – provide your contact details – so that your targeted media influencer can get in touch with you, and ask you any questions they may have

Contact us at:

RUDE Communications

Elle@rudecommunications.com (telephone number)

Eve@rudecommunications.com (telephone number)

Then create your ‘Notes to Editors’. *This is additional information that is important for substantiating and giving your story more context. It can include:*

- *Your web address*
- *Who is/are the founder(s) – short biographies*
- *A short company bio – when it was founded, why, what need is it answering*
- *Your mission statement*
- *Definitions of terms or concepts*
- *Additional stats, and their reference citations*
- *Where images can be found*
- *[anything else that adds credibility and supports your story]*

And as an example, here is RUDE’s Notes to Editors:

Notes to Editors:

1. www.rudecommunications.com
2. RUDE Communications is co-founded by Eve Laird and Elle Tucker. Eve has held leadership roles in PR and advertising agencies in London and Sydney, and has worked in-house as Director of Communications for an online health and medicines information company. A biomedical scientist by training, Eve is obsessive about strategy and evaluation. Elle has spent half a decade as a respected journalist writing for broadsheets and glossy magazines, and she’s also an experienced creative, having worked at cutting edge advertising agencies. Elle is all about the story and the ‘hook’, because she understands the media. After all, she’s one of them.
3. A hi-resolution image of the RUDE logo has been provided with this release. For profile shots of Eve and Elle or other media assets, please contact us.
4. The ‘circular economy’ is one that is restorative and regenerative in design.ⁱ It is an alternative to the traditional linear economy of ‘make, use, dispose’. Instead its model of ‘make, use, repurpose/recycle/reuse’ means that we keep resources in use for as long as possible. That we extract the maximum value from them whilst in use, then recover and regenerate products and materials at the end of each service life.ⁱⁱ

5. Circular economy stats:

- The UK could create an income stream of USD 1.5bn annually, by processing mixed food waste discarded by households and in the hospitality sector.ⁱⁱⁱ
 - In the UK, each tonne of collected and sorted clothing can generate a gross profit of USD 1,295 from reuse opportunities.^{iv}
6. The 'sharing economy' (sometimes called collaborative consumption) is a socio-economic ecosystem built around the sharing of human, physical and intellectual resources.^v It includes peer-to-peer initiatives, such as crowdsourcing, crowdfunding, lending, renting and sharing.
 7. Benita Matofska is a sharing economy global expert and founder of the social enterprise The People Who Share (www.thepeoplewhoshare.com).
 8. The People Who Share (www.thepeoplewhoshare.com) is a social enterprise that helps people and companies discover and access the sharing economy. Their mission is to mainstream the sharing economy worldwide.
 9. Sharing economy stats:
 - PwC research conducted in 2014, estimates that five sharing sectors (peer-to-peer finance, online staffing, peer-to-peer accommodation, car sharing and music video streaming) have the potential to increase global revenues from around USD 15bn to USD 335bn by 2025.^{vi}

ⁱ "Towards the circular economy", Business rationale for an accelerated transition, Ellen MacArthur Foundation (2016)

ⁱⁱ WRAP and the circular economy (www.wrap.org.uk)

ⁱⁱⁱ "Towards the circular economy", report vol 2, Ellen MacArthur Foundation (2013)

^{iv} "Towards the circular economy", report vol 2, Ellen MacArthur Foundation (2013)

^v www.thepeoplewhoshare.com

^{vi} PwC. The Sharing Economy, Global analysis 2014

(www.pwc.co.uk/issues/megatrends/collisions/sharingeconomy.html)

And finally –

TAILOR your media release to the interests of your specific influencers

DISTRIBUTE your tailored media release with personal covering note (a short introductory paragraph on email)

Where appropriate, distribute generally on a newswire

DISSEMINATE your media release through your 'owned' channels – your website, Twitter, Facebook, LinkedIn etc