

Press Release

<MONTH YEAR>

For immediate release

SUB HEADLINE

Grab your readers attention with an engaging first sentence/sub-headline

<SUB HEADLINE/FIRST SENTENCE GRABBER>

<Text/summary of event/award/activity here>

<Girl quote here>

<Volunteer quote here>

HEADLINE

Sum up your press release in 18 words or less to draw in the reader

<HEADLINE>

DESCRIPTION

Include date of activity/event and summary of what happened. Make sure it is captivating, to the point and engaging. Think about the **who, what, when, where and why.**

GIRL OR VOLUNTEER QUOTE

Add a personal element with a quote from the subject of the press release. <insert first name>, <age> from <Girlguiding unit/Volunteer role> said:

- Highlights of Guiding
- Quote emphasising benefits of volunteering
- How Guiding has helped them
- Thanking someone

Make sure to tailor the quote to what it is you are trying to emphasise in the press release – e.g. celebration of an award recipient, volunteer recruitment, Guiding achievement, benefits of Guiding etc.

Girlguiding is the UK's largest youth organisation dedicated completely to girls. We would like to provide even more opportunities and experiences for girls and young women across our Region and with nearly 8,500 girls on the waiting list in the South West we are looking for new volunteers to join in the fun. By giving just one or two hours a week, being a Girlguiding volunteer could see you going around the world accompanying girls on the trip of a lifetime, spending a weekday evening helping them learn a new skill, or enjoying an action-packed outdoors adventure weekend as you make your own lifelong friendships. Volunteering is flexible and doesn't have to be a weekly commitment. There are lots of different roles to choose from to fit in with your lifestyle and we will provide all the training and support you need.

We welcome volunteers of all backgrounds, ages, cultures, faiths, and abilities. For more information about volunteering with Girlguiding, visit <https://www.girlguidingsouthwest.org.uk/join-us>.

CALL TO ACTION

Direct readers to the charity, calls for volunteers, include clickable link.

-ENDS-

Notes to editors:

For further information or to arrange press coverage of the event, please contact <insert contact details>
Photo attached is of <describe photo>

About Girlguiding South West England

Girlguiding South West England is one of the nine Countries and Regions of Girlguiding, the UK's leading youth organisation for girls and young women. Guiding is offered to Rainbow, Brownie, Guide and Ranger Units throughout the Region's 16 Guiding Counties and Islands. We help all girls know they can do anything. We help them know that, whether they're 4 or 18 or in between. All girls have a home at Girlguiding – whoever they are, and wherever they are. We show them a world of possibilities, big and small. We help them think big and be bold in a space where they can be themselves, get creative, explore, and have fun. We're a powerful collective voice – with girls, led by girls – changing the world for the better.

We're 45,000 Rainbows, Brownies, Guides and Rangers, who come together to laugh, learn, explore and have adventures, in communities across the UK and virtually. We're 11,000 volunteers who make guiding happen by giving time, talent and enthusiasm. The Guide Association South West England. Registered Charity No. 305951