

Embargo/Date

Local school rises to global challenge

A catchy title is always useful to attract the journalist's attention

St James Primary School has hit upon a healthy way to tackle the problem of climate change. By introducing a 'walking bus' the children are hoping their parents will leave the car at home and reduce the children's impact on the environment. From next week the walking bus will allow children to gather safely and be escorted to school by teachers and volunteers.

The first paragraph must "sell" the story to the journalist. If it doesn't they may not read on. Try and remember to get "who, what, where why and when" into this first paragraph.

The idea was the brainchild of local parent Mrs Jones who said, "My kids are always going on about climate change and I felt I wanted to do something. I've been an active member of the RSPB for years and came across this Climate Coalition project which gives good advice about what we can all do locally. This is where I got the idea of cutting out the school car run by creating a walking bus."

Using a quote early helps to give the story human interest and brings it to life.

A walking bus works by collecting the children together near to their homes and escorting them on the walk to school. This is then repeated on the walk home in the evenings. So far 15 parents have signed up to the scheme, meaning 15 fewer car trips in the morning and evening.

This is a good point at which to provide a little more factual information.

Head teacher Mrs Smith, said: "The children are very aware of climate change and care greatly about the environment. The walking bus is a great way of helping them to be part of the solution to the problems they learn about in the classroom and to get regular daily exercise as well. It also helps the school and increases road safety, as we do not have so many cars trying to drop children off in the mornings and pick them up in the evenings."

Anna, a seven-year-old pupil who is taking part in the walking bus scheme, said: "We learn a lot about climate change at school and on the TV. And it's great walking to school with my friends."

More quotes from different 'sources' – e.g. figures of authority, children – can help to give the story colour and are useful in providing further information. The person or the child's parents/ guardian must approve them.

Ends

Try and keep your press release on one side of paper

For more information contact:

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Make sure you include full contact details. If the journalist cannot get hold of you easily they may lose interest.

Notes to the editor:

The walking bus will start on Monday at 08:45 in My Street.

Tomorrow's England is funded by Defra – more information can be found at www.climatechangeandme.net

This is a chance to put in further information such as if/where you are organising a photo call, to talk to a spokesperson or where they can go for further information.