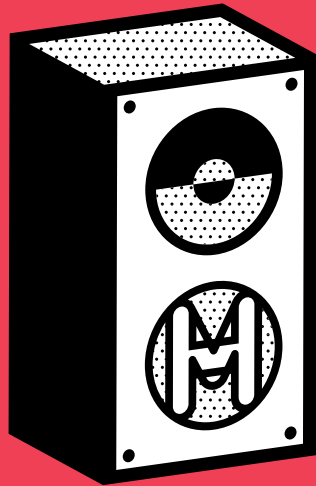




Mental Health  
Foundation

**RAISE AWARENESS  
RAISE MONEY  
RAISE THE  
ROOF!**



**PRESS RELEASE HOW-TO GUIDE**

# CREATE YOUR MHF LIVE PRESS RELEASE

Welcome to the MHF Live press release guide, which will take you through the key steps in promoting your event to the press. Included here is an example press release that you can adapt to suit your event, along with some helpful hints and tips on how best to distribute your press release. Let's get started!



The Vegan Leather Photographed by Cameron Brisbane

## HINTS & TIPS

**Make a contacts list of local media with telephone numbers as well as email addresses.**

**Don't be afraid to follow up with a call after you send the press release and introduce yourself, especially for local radio or TV as they might be interested in an interview.**

**For print media, give as much notice as possible, especially if these are weekly publications.**

**Offer any imagery you have of your performers or the people involved in your event to print and online media.**

**If you have any questions about promoting your event to local media we can provide advice. Just contact [press@mentalhealth.org.uk](mailto:press@mentalhealth.org.uk)**

# PRESS RELEASE EXAMPLE (PAGE 1 OF 2)

DOWNLOAD LOGOS FROM [MHFLIVE.ORG.UK](http://MHFLIVE.ORG.UK)



Mental Health  
Foundation



**PRESS RELEASE**

## RAISE AWARENESS, RAISE MONEY AND RAISE THE ROOF FOR MENTAL HEALTH IN **INSERT LOCATION**

Local **BAND / GROUP / MUSICIAN** **NAME** is hosting **LIVE MUSIC EVENT** for mental health.

**INSERT DATE**

Calling all music enthusiasts in **INSERT LOCAL AREA** : raise awareness and funds for mental health as well as enjoying a great night out. Local **BAND / MUSICIAN / PERSON** **INSERT NAME OF PARTICIPANTS / ARTISTS / PLAYERS** , will host a **GIG / LIVE MIC / EVENT** this **DATE** in **INSERT LOCATION**

Doors open at **TIME** and tickets can be purchased **FROM / ON THE DOOR / ETC.** with all proceeds going to the Mental Health Foundation.

This is just one of thousands of MHF Live events taking place across the UK in February 2019 raising money for mental health. The variety of music and events is huge: from cèilidhs to club nights or open mic nights in the local to karaoke at home. Music lovers up and down the country are getting involved in amazing events for a great cause.

Every week, one in six adults experiences a common mental health problem, such as anxiety or depression and one in five adults has considered taking their own life at some point<sup>1</sup>. MHF Live events brings people together to enjoy music and fundraise towards a world with good mental health for all.

**RECOMMENDED: INSERT A FEW WORDS ABOUT WHY MENTAL HEALTH IS IMPORTANT TO YOU AND THE ROLE MUSIC PLAYS IN YOUR LIFE**

Visit [mhflive.org.uk](http://mhflive.org.uk) for more information.

## **NOTES TO EDITORS**

For more information about this event contact: **NAME, PHONE NUMBER, EMAIL**

For more information about MHF Live and the Mental Health Foundation contact:  
press@mentalhealth.org.uk or 0207 803 1110

## **REFERENCES**

Mental Health Foundation Fundamental Facts, 2016 accessible at: <https://www.mentalhealth.org.uk/sites/default/files/fundamental-facts-about-mental-health-2016.pdf>

## **ABOUT MENTAL HEALTH FOUNDATION**

Since 1949, the Mental Health Foundation has been the UK's leading charity for everyone's mental health. With prevention at the heart of what we do, we aim to find and address the sources of mental health problems so that people and communities can thrive.

**Our mission is to help people understand, protect and sustain their mental health.**