**How to write a press release**1. Headline is the most important part of press release. It should include include information about location and type of activity (renovation of castle, organization of festival, etc.). One verb should be used in a headline.  
  
2. Maximally 1 A4 page long  
  
3. Inverted pyramid structure – the most important informations should be mentioned on the top. Less important informations of additional context (informations about local partners, information about INEX) should be at the bottom.  
  
a) perex – what, who, when, where.  
b) more detailed information about activities, group of volunteers  
c) side activities (trips, events, …)  
d) information about local partner, history of project  
e) information about INEX (English speaking campleader doesn’t have to write this part, INEX will add it before sending to media)

4. There should be at least one quotation in the text (citing campleader or local partner)

5. Text should include many factual informations (number of volunteers, countries from which volunteers are coming, how many times this workcamp have been already organized in the past, etc.)

6. Campleader prepares press release in collaboration with local partner. Text should be send to INEX ([media.intern@inexsda.cz](mailto:media.intern@inexsda.cz)) at least 14 days prior start of the workcamp. INEX will comment the press release and send back to campleader for authorization if needed. Final version INEX will send to local media before start of the workcamp.