

Press release samples

1. **The Bark Inn Kennels**
A greyhound rehoming centre's move to new premises
2. **Gracie Jacques**
A local craft entrepreneur's award
3. **MP Personal Training**
A personal trainer's pre-Christmas weight loss programme

1. Press Release:

The Bark Inn Kennels

The brief:

To write a press release for a greyhound rehoming centre, which was expanding and moving to a new larger premises.

The release should advertise the expansion and also make an appeal to local tradespeople who might be able to help with completion of the new premises before the official opening.

PRESS NEWS

Greyhound kennels is relocating to Walsall

Bark Inn Kennels is moving from its current home in Atherstone to a new and more central location in Walsall.

The move is part of an exciting expansion for the kennels, which specialises in boarding and rehoming greyhounds.

The new, larger premises is based in Aldridge and will provide additional facilities, including an enclosed gallop where dogs can exercise freely and a large field where fundraising fêtes and dog training events can be held. It will also offer further kennel space for greyhounds looking for forever homes.

Based in the countryside, the kennels is close to a wood and a park, which will provide great opportunities for dog walking. Its busy roadside location, with prominent signage, will also help to attract interest from passers by.

Manager, Michelle Owen, said, “All of us at Bark Inn are really excited about the new premises. There is still a lot of work to be done, but it will all be worth it in the end.

“As an independent rehoming organisation, we rely on sponsorship and donations. We would be very interested to hear from any local tradespeople prepared to volunteer their services in assisting with the refurbishment of the new premises. Specifically, we are looking for carpenters, builders, plumbers and electricians.

“We will also be looking for another member of staff and plenty of volunteers to help with dog-walking and general running of the kennels.”

Anyone who is interested in helping with the refurbishment, or volunteering at the kennels, should contact Michelle directly by calling 07828 609201, or by emailing michelle@barkinnkennels.co.uk

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2. Press Release:

Gracie Jacques

The brief:

To write a press release for local crafts entrepreneur, Emma Jacques, who was celebrating a Jacqueline Gold WOW award win.

PRESS NEWS

Local businesswoman achieves Gold

Emma Jacques has received a Jacqueline Gold WOW award, in recognition of her flourishing craft business, *Gracie Jacques*.

WOW, which stands for Women On Wednesday, is a Twitter-based campaign that recognises and supports women in business. It is run by Jacqueline Gold, chief executive of Ann Summers and Knickerbox.

Each week Jacqueline invites female business owners to tweet her with the hashtag #WOW, the name of their business and a brief description of what they do. She then chooses her three top entries for the week.

Jacqueline looks for businesses that are interesting, have strong brand values and the potential to succeed in their industry. She looks for quality products, well-designed websites and entrepreneurs with good business sense.

The award is a proud achievement for Emma, a creative single mum who lives in Narborough with her two small children.

Emma started Gracie Jacques in 2011 following the breakdown of her marriage. “I needed something positive to focus on,” she recalls. “Starting the business gave me a new purpose and helped me stay strong for my children during a very painful time.”

In Gracie Jacques, Emma has found an outlet for her artistic side and passion for design. Her company specialises in designing and producing handmade gifts and homeware. Products include wall art, wooden plaques and bespoke creations for that extra special gift.

The company has gone from strength to strength since it began, and this year launched a brand new website with new branding and new product ranges.

“My website is probably my biggest achievement,” Emma says. “It was created by ipages.biz, who listened to my needs and developed the site around them. I’m so pleased with the result, it does everything I need it to do and allows me to concentrate on running the rest of my business.”

Of course it hasn’t all been plain sailing and Emma has learnt a few valuable lessons along the way.

“Back up!” she says. “Back up everything, all the time! I learnt this the hard way last year when my original website was hacked. I hadn’t backed it up for quite a while and when I tried to restore it none of the products were showing. I had to manage without a website for about six months, which isn’t good for a growing business!

“I also managed to lose every design I had ever produced when my USB stick malfunctioned last year. I literally had to start again from scratch. I felt like giving up at this point but, as our family motto is to never, ever give up, that wasn’t even an option. I simply got my head down and worked through it. Nowadays I back up all the time – I even back up my back-ups!”

Despite these challenges, Emma enjoys the flexibility that running her own business provides. “My business allows me to be creative and still play an important part in my children’s lives,” she says. “I still get to do the school run and take part in school events. I feel I have achieved the work-life balance that so many people crave.

“My advice, to any single mums who have an idea for a business, is to go for it and never be afraid to ask for help along the way.

“I’m an independent person and, to begin with, I didn’t like to ask for help. When I finally put those reservations aside, I found so much support from my family, friends and other mums. They gave me advice, helped me with the finances and even got their hands dirty with painting and packing!”

You can find out more about Gracie Jacques and see Emma’s designs on her website: www.graciejacques.co.uk

If you have a great idea and would like to find out more about starting your own business, you can find more information on the government website at www.gov.uk/starting-up-a-business.

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3. Press Release: MP Personal Training

The brief:

To write an advertising feature for local personal trainer, Mark Padgett, who was launching a pre-Christmas weight loss programme.

PRESS NEWS

Lose fat, get fit and feel fantastic for Christmas

There may be just ten weeks left until Christmas, but there is still time for one final push to slim down and shape up for the holiday season.

Coalville personal trainer, Mark Padgett, is running a 10-week Weight Buster plan to help clients lose those extra pounds and regain their body confidence.

The Weight Buster is a more personalised plan than clients will find in most gyms. Each programme begins with a one-to-one consultation and clients also benefit from unlimited personal support via email. It's the only plan of its kind in the Coalville area and a must for anyone who is serious about losing weight.

Mark is a highly qualified personal trainer and nutritional advisor. As someone who has had weight issues himself in the past, he can identify with his clients and offer them the right kind of mentoring. His caring, friendly and fun approach has already inspired numerous clients to achieve their weight-loss goals.

As well as one-to-one assistance, the Weight Buster plan features one group gym fitness session each week. Mark says: "The group gym sessions are a great way for Weight Buster clients to meet other, likeminded, people. We encourage a social and supportive group workout environment that doesn't feel like a regular gym and where egos are left at the door."

Mark also offers one, two and three-month gym taster packages that may be purchased as Christmas gifts. He says: "Christmas shopping can be challenging at times and it is often difficult to choose the right present. A gym taster package not only gives clients a fun and rewarding experience, it can also improve their health and gives them an opportunity to make new friends.

"Many gyms ask clients to pay a joining fee, or pay for membership a year in advance. It can be a substantial outlay, especially if they decide not to continue after a couple of months.

"Our taster packages are designed to give clients an introduction to the gym. If they enjoy the experience, as many do, they can then choose to become full members."

Would you like to lose a few pounds before Christmas?



Could you, or someone you know, benefit from a gym taster package?

If so, please contact Mark <[contact details](#)>

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