*This is an example of a press release. You can use this template to write your own. We suggest using Ariel, or Times New Roman font. Simply add in your own event details. There is a separate template for post event press releases.*

*You could send this press release to your local radio station or newspaper by contacting their news desk – this information is usually available online.*

*If there is any more information you need, please contact us by email* [*yogastopstraffick@gmail.com*](mailto:yogastopstraffick@gmail.com)*.*

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**Press Release**

**For immediate release:** [date]

The industry standard text to notify the reader that the press release can be covered or published straight away

or

**Embargoed for:** [time/date]

Provides the reader with a date which the press release can be published, an embargoed release can give the media time to research and write a good feature on your news

**Headline:**

Start with a snappy/catchy headline, but not too clever. Include keywords such as:

**YOGA STOPS TRAFFIC CHARITY EVENT**

**Photo opportunity:**

There are some available on our resources page, but feel free to use your own.

Photo description: what it is, where it is, when it is and contact details.

**Press Release Summary:**

The press release needs to be summarised so the reader understands the key elements of the news aka the Five W’s - What? Where? When? Who? Why?

Yoga Stops Traffick is an annual, worldwide community yoga event raising awareness of human trafficking and much needed funds to support its victims.

On ***enter your event date enter name/group here*** will be taking part in this global event at ***enter venue and time here***, joining other events across the UK, USA, Netherlands, Sweden, India & Costa Rica. All monies raised will be donated to the cause.

**Press Release Body:**

The body of the release should expand on the summary providing the facts and details

The funds raised through Yoga Stops Traffick are used to support a local grassroots organisation called Odanadi Seva Trust. They stage rescues and run two residential rehabilitation centres for survivors of trafficking in Mysore, South India.

To date, Odanadi Seva Trust has rescued and rehabilitated more than 12,000 women and children; carried out 422 brothel raids; educated tens of thousands of children, men and women about sexual exploitation; returned 1380 missing children to their families and brought 385 traffickers to justice.

**Press Release Quotes:**

Maybe you have held this event in previous years?

**Press Release Final Points:**

Any final information should be included here if needed:

Details about you (the organiser) and why you are supporting the event

Describe how your event will work

Details of recommended donation/sponsorship

Details of help and support needed

You can notify the reader that the release has finished by using the word ENDS, END ### END ###, or just three hash tags

**Notes to Editor:**

Provide background information in case they run a longer story

Outline what you have to offer: pictures, case studies

Outline any additional relevant information or facts and figures, but keep it short. such as what else you can offer - Interviews, more images, free stuff, statistics, about etc.

Yoga Stops Traffick is run by a small UK charity called Adventure Ashram (charity no: 1122629) Adventure Ashram has been working in India since 2007 providing accessible education and healthcare to tribal children and supporting survivors of trafficking through local grassroots organisations. [www.adventureashram.org.uk](http://www.adventureashram.org.uk)

South Asia, with India at its centre, is one of the fastest growing regions for human trafficking in the world. An estimated 135,000 children are believed to be trafficked in India alone every year.

The Odanadi Seva Trust Odanadi means a soulmate, someone who walks with you, hand in hand, through life. It is an NGO based in Mysore, the cultural capital of Karnataka, South India. Odanadi addresses all forms of sexual violence against women and children, with a special focus on human trafficking. They have a holistic approach to combat sexual violence through prevention, rescue, rehabilitation, awareness and training programmes www.odanadi.org

**Press Release Contacts:**

One of the vital things to remember is to always include contact information so journalists can contact you, day or night.

Try to provide two points of contact - Name, Tel, Email, plus the Yoga Stops Traffick Website - [www.yogastopstraffick.org](http://www.yogastopstraffick.org), Facebook and Instagram