

# Wig Party

## Your guide to promoting your wig-based **FUN**draising

### Writing a press release

**Include the date and contact details** of someone who can talk to the press, including a mobile phone number wherever possible.

### Keep it short and snappy

Only one page, with short paragraphs and an exciting headline.

### Answer the 5 W's?

Who, What, Where, When and Why

### Give it a personal touch

by including a quote.

### Give it a local touch

If you are contacting a local paper/ TV or radio make sure you tell them why the story is relevant to their local area.

### Describing NAT

If you want to use the NAT logo, a quote from someone at NAT or for more advice contact our Communications Manager on 020 7814 6733 or email [press@nat.org.uk](mailto:press@nat.org.uk)

### Notes to the editor

Include a brief paragraph about NAT (National AIDS Trust). See template.

### Tips for getting your release covered

- » Get a local celebrity or dignitary eg. local TV newsreader, sports player or mayor to provide a quote for your press release. Drafting a quote and getting it approved will sometimes improve your chances of getting a response from a busy celebrity.
- » Email the release to the news desk, then follow it up with a phone call to make sure they have read it!
- » Write down the three key points about your story which make it newsworthy and be prepared to talk about them when you follow up your press release with a phone call.
- » Be contactable and prepared to talk to journalists as soon as you have sent out your press release. Remember your three key points!
- » Let the picture desk know if you think they may want to send a photographer to your event. Phone them two weeks before to make sure they put it in their diary, then chase them up the day before.
- » Arrange for good quality photos to be taken of your event in case no-one from the press turns up, then send them out as soon as possible in an email to your journalist contacts. Local papers are much more likely to cover a story if it has a good picture to illustrate it.

**Don't forget to take lots of pictures at your event... and send us some of your best snaps!**

**Don't forget to keep copies and mentions of any press coverage you receive and let us know. We love to hear your success stories!**



# Example Press Release



## PRESS RELEASE

1 October 2011

### Students Across the UK Get Wiggy for NAT

**On 1 October, student unions across the UK will support NAT (National AIDS Trust) by hosting a 'Wig Party'.**

Today more people than ever before are living with HIV in the UK and new infections continue, yet public awareness and knowledge about HIV is lower than it was 10 years ago.

The Wig Party started off as an annual fundraising party in London, bringing together people from all walks of life to celebrate diversity and raise funds for people living with HIV. It has grown and grown and NAT is now encouraging students across the UK to host their own Wig Party, to coincide with the original Wig Party in London on 1 October.

Wearing a wig is mandatory for all guests, however those who put extra effort into designing a spectacular costume may be rewarded with a prize in the evening's pageant.

Funds are raised through ticket sales, raffles, wig pageants, sales of wigs, bucket collections, wig sales and more. The organisers of the most successful Wig Party will be rewarded with tickets to join the Wig Party in London in 2012.

James Smith, from Leeds University, said:

*"This has got to be one of the most original fundraising ideas arounds - not only do we get to have fun and organise a fantastic party, we know that the money we are raising is going to a fantastic cause - more people than ever before are living with HIV in the UK and many face stigma and prejudice. We're trying to change that by raising funds and awareness."*

Wiggy Woo, mascot of the Wig Party, said:

*"The Wig Party is the most fun fundraiser on Earth and I am delighted to see it spreading out across the country. I would like to wish all Wigsters the best of luck with their fundraising - may the Wig be with you!"*

#### Notes to the Editor:

1. NAT (National AIDS Trust) is the UK's leading charity dedicated to transforming society's response to HIV. We provide fresh thinking, expertise and practical resources. We champion the rights of people living with HIV and campaign for change. For more information, visit [www.nat.org.uk](http://www.nat.org.uk).

2. The Wig Party is an annual fundraising event in London in aid of NAT. It is organised by a group of volunteers and aims to celebrate diversity and inclusion whilst raising funds for people living with HIV. For more information, visit [www.wigparty.org](http://www.wigparty.org).