

TEMPLATE #1: Example Press Release 2 – Post Event

PRESS RELEASE

[INSERT CLUB LOGO]

DATE:

Families have fun finding their way!

Over [seventy] people took part in last weekend's family fun orienteering event at [ABC Park in Town]. [XYZ] Orienteering club ran the event to give families a chance to have some fun and try out orienteering.

The event focused on teaching beginners the basics skills of orienteering and map reading in a fun, social setting. The organisers had put on courses for all fitness levels, ages and abilities, so there was a suitable course for all the family.

Orienteering involves using a map to navigate round a course and find control points marked on the ground by a red and white flag. The aim is to decide the best route to complete the course in the quickest time, but with decision making being a key element to success, the fittest person is not always the quickest!

[XYZ] coach [Joe Bloggs] said "This event proved a real hit with children and parents and many are keen to along to our next event at [DEF] Park in Town."

Local mum [AND Other] said "My kids loved it. They had a chance to run full pelt round the park without me telling them to calm down! I had no idea what orienteering was about before the event, but it's great to find a sport the whole family can enjoy, and we'll certainly be trying it again."

Her daughter [AN] adds, "It was great fun, and everyone was really friendly. I've already asked mum if I can go along to the club night next week."

The Club meets every Tuesday at [ABC Community Hall] where members can improve their fitness levels and practice orienteering skills. The club night is suitable for all members of the family and no experience of orienteering is necessary.

The next orienteering event will be held in [ABC Park on DATE] and will be suitable for all ages and abilities.

-ends-

Notes for the Editor:

For more information contact [Full Name, e-mail: Tel:]

Journalists and photographers are welcome to attend the event and should contact [Full Name] for further information.

XYZ Orienteering club was formed in [1990] and has [100] members. Further information is available at [www.XYZclub.co.uk].

Orienteering is a challenging outdoor adventure sport that exercises both the mind and the body. The aim is to navigate in sequence between control points marked on a unique orienteering map and decide the best route to complete the course in the quickest time. It does not matter how young, old or fit you are, as you can run, walk or jog the course and progress at your own pace.

Orienteering can take place anywhere from remote forest and countryside to urban parks and school playgrounds. It's a great sport for runners, joggers and walkers who want to improve their navigation skills or for anyone who loves the outdoors. For further information about orienteering please visit: www.britishorienteering.org.uk