

Sample Press Release 1

Contact details, date and organisation name

1st paragraph should be short and to the point

AONTAS Press Release
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Monday, 4th February 2008
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Headline

Everyone's a STAR at the AONTAS Adult Learning Awards

AONTAS, the National Adult Learning Organisation, granted special awards to twelve outstanding adult learning projects at a ceremony in Dublin Castle today (Monday, 4th February 2008).

The STAR – Showcasing Teamwork, Awarding Recognition – Awards were granted to adult learning projects that demonstrated a strong commitment to teamwork and to creating equal opportunities for all.

Broadcaster, Micheal O' Muircheartaigh, delivered the keynote address at the awards ceremony, calling on the Government to 'Make Learning Matter' "As AONTAS literature proclaims, 'Make Learning Matter' is a fine ideal, and as such deserves far greater government funding, plus meaningful promotion by state agencies. It is encouraging to look at the projects nominated, and the wide variety of subject matter among them is highly commendable."

Put the most important information at the start of the release. Remember the inverted pyramid!

A quote will make the release more interesting

Berni Brady, Director of AONTAS, said her organisation decided to establish the STAR Awards as a means of showcasing the important work being done in the adult education sector. "The adult and community education sector in Ireland does hugely important work on an ongoing basis in terms of developing the economy and society, strengthening communities, fostering active citizenship and improving the lives of individual adult learners," she said. "This work is all too often hidden from the public view. Our aim with the STAR Awards is to publicly acknowledge the fantastic work being done by adult education groups throughout the country and to grant those groups the recognition they truly deserve."

General Information about the event

The STAR Awards Ceremony was held as the opening event in the AONTAS Adult Learners' Festival – a weeklong, nationwide festival aimed at celebrating and showcasing adult learning. Further information on the Festival is available at www.adultlearnersfestival.com.

ENDS

Release should finish with ends

Background information provided in notes to the editor

Note to Editors

AONTAS

AONTAS is the National Adult Learning Organisation, a voluntary membership organisation. It exists to promote the development of a learning society through the provision of a quality and comprehensive system of adult learning and education which is accessible to and inclusive to all.

Adult Learners Festival

The Adult Learners' Festival takes place from 4 - 8 February 2008 to celebrate learning and highlight the importance of adult learning to public representatives and policy makers