



HOW TO WRITE A PRESS RELEASE

- Write PRESS RELEASE at the top of the page
- Place date and contact details on top right above the headline
- Create an interesting catchy headline (e.g. “On the prowl in search of the elusive snow leopard”)
- The first paragraph is the most important part of your press release. If you manage to capture the editor’s attention here, you are half way there (see the example on the next page).
- Keep the text clear, sentences short and avoid unnecessary jargon. Keep it all to the equivalent of one side of A4 if possible.
- Include a quote from yourself. This gives a personal, local angle to your story (see the example on the next page).
- Please add a few lines about Biosphere Expeditions in the end as additional information for the editor (see the example on the next page).
- Send your press release by e-mail (and copy or blind copy Biosphere Expeditions in please). Paste the text into the main body of the email. E-mails with attachments are more likely to end up in the recipient’s spam box.
- Mention that you have good quality photos to illustrate your story. Please contact Biosphere Expeditions if you require pictures.
- Always follow-up by phone if you have not heard back after a few days.
- Please don’t forget to send Biosphere Expeditions a copy of your press release and any resulting coverage. We would love to hear from you!

Good luck and thanks for doing this!

PRESS RELEASE

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On the prowl

*Bromley woman goes in search of the elusive snow leopard
and is bitten by the expedition bug.*

Walking on the roof of the world, where a snow leopard had walked, was an experience of a lifetime for Katie Bunting, a 33-year-old teacher from Bromley, London. She volunteered for Biosphere Expeditions, a wildlife conservation organisation, to help with their research on the endangered snow leopard in Central Asia.

Finding a track of this magnificent, but elusive animal in the most beautiful and remote parts of the Altai mountains changed her life. Giving something back to nature became a lifestyle, and since 2004, she has been studying bears and wolves in Slovakia, observing parrots and macaws in the Peruvian Amazon, and studying the Arabian Leopard in Oman.

The motivation to participate in an expedition came from her desire to do something different to sightseeing or lying on the beach during her holiday. The opportunity to challenge herself and to learn new skills was one of the highlights of each expedition.

Katie explains, "Gaining confidence in identifying animal tracks, and starting to overcome my fear of narrow ledges was very rewarding. In Peru, waking up each morning to the sounds of the rainforest, and seeing animals such as a giant ant eater, sloth, tapir, and armadillo was an amazing experience."

People on expeditions come from all over the world and from all walks of life. No specific skills are required as all training is provided, and there are no age restrictions. For Katie, meeting like-minded people from a variety of countries, and working alongside local and knowledgeable people was an invaluable way of learning about their culture, society and way of life.

"I have incredible memories of being on an expedition, and I have learned so much about the environment, wildlife, and societies in remote locations", says Katie. "Being involved has opened my eyes to the importance of the work carried out in the field, and I want to do my bit for conserving our planet's wildlife", she adds.

Katie is already planning her next expedition. This time she is heading to Western Australia to help with turtle conservation there.

Notes to the Editor

Biosphere Expeditions is a non-profit, award winning wildlife conservation organisation which bridges the gap between scientists at the forefront of conservation in need of funds and manpower, and enthusiastic laypeople who in their holiday time want to give something back to nature while having fun and adventure at the same time. The organisation offers ordinary people 'hands on' conservation experiences starting from one week, making them accessible to people of all ages and backgrounds. Biosphere Expeditions' projects are not tours, photographic safaris or excursions but genuine research and voluntourism expeditions, enhancing sustainable conservation and preservation of the planet's wildlife. More at www.biosphere-expeditions.org.

Press resources

An online press pack including high resolution pictures, HD film clips and more is at www.biosphere-expeditions.org/presspack.