



11th May 2017

Press release for immediate release (1)

(1) If you want your press release to be embargoed for some reason, for example you have received some funding and want the press release to go live at the same time as the funder's, then include the date here. E.g. Embargoed until 13.00 12 May 2017

(2) Community Action Groups win big at the OCVA Awards

(2) Title – try to make it as catchy but accurate as possible.

(3) On Tuesday 9 May, the annual OCVA (4) (Oxfordshire Community and Voluntary Action) awards were held at Oxford Town Hall to celebrate the work and achievements of community and voluntary organisations within the County. In a fitting appreciation of the work done by community groups, three members of the Community Action Group (CAG) Network won awards for their outstanding projects and dedication, with a further 8 groups being shortlisted for special recognition. A total of 19 groups were nominated for awards as a result of their hard work over the last year.

(3) Include the key piece of information in the opening paragraph - why you are writing the press release. This could be winning an award, hosting an event, completing a piece of research, receiving a grant...

(5) The winners of the evening were community shop and café, Sandford Talking Shop, who won Best Community Project. The group have gone from strength to strength as they have developed their Saturday Farmers Market and recently have opened their café and shop every day to the benefit of the local community.

(4) Always expand on acronyms the first time you use them.

Also shortlisted in this category were Bicester's Big Lunch (Grassroots Bicester) and Sustainable Wantage.

Another CAG won the award for Best New Group, which went to Incredible Edible Hook Norton, who are part of the international Incredible Edible movement to create edible growing spaces in the village.

(5) Expand on the introductory paragraph with more detail in the rest of the press release.

Write in the third person, i.e. don't say 'We won this award for our work'. Instead: 'OxGrow Community Garden won this award for their work in...'

The Environmental Award went to Charlbury Green Hub for their Sharecroppers project. They are a group who pick plums, apples, and pears locally that would otherwise have been wasted and make them available free for local people at six Big Apple Take-Aways held from September to November – about 2 tonnes of apples are picked and redistributed for eating, cooking and storing each year. Two further CAGs were shortlisted for the award: Greening Chinnor and Sustainable Blewbury.

Try to keep the paragraphs, and sentences, as short and punchy as possible. One thought = one sentence.

Broken Spoke Bike Co-op were shortlisted for the Best Team of Volunteers Award and The Oxford Circular Collective for the Innovation Award. Founder of the Oxford Circular Collective, Alex Mates, was also recognized with a volunteer award for her efforts.

For the Management of Volunteers award, Sandford Talking Shop was on the shortlist as were Sustainable Wantage for the Good Neighbour Award.

Other nominated groups include: Oxgrow, Farmability, Low Carbon Oxford North, Good Food Oxford, SESI, Rose Hill & Iffley Low Carbon, LEAF, Low Carbon Headington, Low Carbon East Oxford and The CAG Project itself.



(6) Alice Hemming, Project Coordinator with the CAG Project, said “*The OCVA awards were a great evening of celebrating all of the amazing work done by our community action groups. We were thrilled to see so many members of the Network either winning or being shortlisted. Congratulations to everyone involved in all of the groups!*”

(6) Include a quote from 1 or 2 people in your group. This is an opportunity to add a bit more of a personal perspective to the story.

(7) Ends

(7) ‘Ends’ is a clear way to show the journalist when the press release is over and the explanatory notes will follow.

(8) Notes to editors

(8) Notes to editors is your chance to fill in some of the background information that wasn’t crucial to the body of the press release. Include links to your website, contact details, and some background to the event or your group.

About the CAG Project

- (9) [Here is an album of photos](#) from the evening.
- The **Community Action Group Project** is also known as the CAG Project or CAG network
- The network consists of almost 60 groups across Oxfordshire, at the forefront of community led climate change action, organising events and projects to take action on issues including waste, transport, food, energy, biodiversity and social justice.
- The full list of groups can be accessed [here](#).
- The project is managed by [Resource Futures](#), an independent, ethical, environmental company with 25 years’ experience in environmental improvement.
- It is funded by [Oxfordshire County Council](#).

(9) If you already have photos then include a link to where they are for reporters to use. I’d recommend Dropbox, but here I use a Facebook album link.

(10) For more information on the Project,

- Visit: <http://cagoxfordshire.org.uk>
- Sign up to receive **The Key**, the CAG Project’s sustainability newsletter: <http://cagoxfordshire.org.uk/newsletter>
- Find us on Facebook: <https://www.facebook.com/CAGoxfordshire>
- Follow us on Twitter: <https://twitter.com/CAGOxfordshire>

(10) Include links to where they can find more information about your group. This should include your website and any social media channels you’re on.

(11) Contact details:

- For media enquiries, email Beth McAllister: beth.mcallister@resourcefutures.co.uk or call 07903 037428

(11) Include contact details for any media enquiries to someone they can get in touch with for more information.

If you want any further support in writing a press release, please do get in touch: beth.mcallister@resourcefutures.co.uk

The CAG Project also holds an up-to-date list of media contacts. Get in touch to request it: beth.mcallister@resourcefutures.co.uk

More information on writing news/press releases can be found: <http://www.resourcecentre.org.uk/information/news-release/>