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TO: ALL MEDIA

SUBJECT: Claire gets back in her boat United Rowing Club

FROM: Joe Bloggs, Publicity Officer PO Box 999, Rowville 9999

DATE: 22 March 2010\* (Embargo to 24 March 2010) (03) 9999 9999

“CLAIRE GETS BACK IN HER BOAT”

Having been forced onto crutches after a serious car accident just three years ago, few people expected Rowville schoolgirl Claire Jones to row again.

But the former rowing champion was determined the accident which changed her life forever would not prevent her from competing.

Each night as she lay in bed, she looked up at the posters of her heroes world champions Caroline and Georgina Evers-Swindell on her bedroom walls and vowed she would return to training and racing.

That day came this week when Smith, now 16, returned to rowing for a light training session with her old teammates on Rowville Harbour under United Rowing Club coach John Smith.

“It has been amazing. I’ve been waiting for this day for so long,” exclaims an emotional Jones.

“Ever since the accident I have wanted to be back rowing. It’s good to be back on the water – it played a significant role in my rehabilitation both physically and mentally.

“I always knew I would eventually achieve my goal of training and racing again.”

Smith, who wants to compete in Rowville’s coxless fours under 18 team in June next year, plans to steadily build up her strength over the next few months and begin full-on training again by the middle of the year.

“I might not be able to walk very well, but I reckon my arms can only be stronger after so long on the crutches. I love being back in the boat, and I plan on working toward the Olympics one day,” Claire said.

“For me it will be a harder goal to reach, but after my accident, I reckon I’ve got the internal strength to do it!”

END.

Joe Bloggs

Publicity Officer

**Media Contact Photo Opportunity**

Joe Bloggs, 25 March 2010, 10:00am

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Adapted from:

*Source: Sport and Recreation New Zealand, “Sample Media Release”*

*Source: Gippsport, “Getting Noticed by Regional Media”*

**Media Release Checklist**

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| **C:\Documents and Settings\paul.CHSA\Local Settings\Temporary Internet Files\Content.IE5\RVJXM166\MM900185588[1].gif** | **Ensure you consider…** |
|  | **One A4 page:** around 300--400 words |
|  | **Letterhead:** detailing   * To whom the media release has been sent * Subject * Sender information * Date sent * Club logo and contact information |
|  | **Date:** the media release and indicate if it is embargoed (this means the  release is to be held over until the date indicated) |
|  | **Headline:** make it catchy and inviting, around five to six words |
|  | **First paragraph:** who, what, where, when (how and why if applicable) 25 words or less |
|  | **Simple sentences:**   * one sentence per paragraph * short, concisely written * no more than 40 words each sentence |
|  | **Quotes:** for added colour and interest. Make sure the person you are quoting is available for interview |
|  | **END:** This indicates the end of the printable content of the article |
|  | **Photo Opportunity:** with date, time and location |
|  | **Event Information (if applicable):** provide details of the event, leading with the most important facts. |
|  | **Background/History (if applicable)**   * background * facts and statistics |
|  | **Contact details:** include after END if the contact details are not to be made public   * Name * Position * Telephone numbers (business, after hours and mobile) * Email address |
|  | **Follow up:** ring to ensure media outlet received the press release and assess if they will attend |

*Source: Australian Sports Commission, “Media hints and tips”*