

SAMPLE PRESS RELEASE

Sparkles Day Nursery
Launch Pad Way
Tracy Island
Leicestershire
LE3 8RA
Tel: 0123 456 789
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Web: sparklesdn@hotmail.co.uk

Date (insert date)

Comment: Issue date

News story – for immediate release

Fun and games at Sparkles Day Nursery

Comment: Short title encapsulating story

Photocall...Photocall...Photocall

Fun and Games will be on the menu at an open day being held at **Sparkles Day Nursery, Launch Pad Way**. To **celebrate** 10 years of providing excellent childcare, Local celebrity Emma Star will be cutting a cake alongside nursery children to mark this memorable moment.

Comment: Where

Comment: Why

Comment: Numbers: one to nine in words, 10 and above in numbers.

Parents and children from the Tracy Island area are all invited to attend the event on **(insert date and times)**. There will be **competitions, stalls and children's activities**. Following the official birthday celebration, Sparkles staff invite parents to a tour of the nursery.

Comment: Who

Comment: When

Comment: What

Parent Penelope Anderson said "I'm really looking forward to the open day. My two children have been attending Sparkles over the last 4 years and it's great to see how the nursery has consistently improved. This is a chance for parents, or parents to be, to speak to the manager and staff in a relaxed, informal atmosphere".

This is a double celebration as owner and manager Kate Cloud is delighted at becoming an Early Years Professional – the highest childcare qualification available.

Notes for Editors

Emma Star will cut the cake at (insert time)

Please contact (name, position and telephone number)

Comment: Contact details

Any history of the setting