



# The right formula

Taking driving into the classroom

## Communications – Theme 12: Public relations

### Activity 12b

#### Write a press release

Choose one of the topics below (or choose another topic that interests you) and write a press release. **The Factsheet 12a: Press release guidelines** contains useful information on how to write a successful press release.

#### Topics

- Present your school's last GCSE results to the local media.
- Choose a racing team and write a national press release on their latest win.
- Choose a car model and write a press release as if it had just been launched.

#### Class organisation

Individual work

#### Resources

Factsheet 12a:  
Press release  
guidelines