

# CIVITAS press release template

May 2021



Use the logos of the project/organisations sending out the press release as your header

**PRESS RELEASE** – For immediate release  
City/cities of release, date of release

## A short headline communicating the main message of the article

Summarise the article in 1-2 sentences. If someone only reads this, what do they **need** to know? Make clear the **five “Ws”**: Who, What, Where, When, Why.

Next, write your article. This should be brief, using clear and simple language. Remember that you are writing for a press audience. Think about what people are most drawn to in press articles. For example, use examples, quotes, and data/figures if you have them!

Ensure your press release is a reasonable length. Aim for **one A4 page** of article text, including at least two quotations. Consider ending with an inspiring or summary quotations.

Vary whom you attribute these quotations to, including the political “level” or type of figure. For example, if you are writing about the work done in three specific cities, get one quotation from a Mayor or another elected official and one from the European level (e.g. DG MOVE).

For examples of past CIVITAS press releases, visit: <https://civitas.eu/press-releases-page>. This is a good resource for what the press releases should look like.

Remember to always reference to the CIVITAS Initiative in your “Notes to Editors” section.

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**Commented [O1]:** Examples of headlines:

(i) “Sustainable transport trailblazers named in Europe’s top mobility awards”

(ii) “New guidelines give Europe’s cities helping hand with sustainable mobility planning”

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## NOTES TO EDITOR

### About **insert project name**

**“XXX** is a project that...” then finish the text with “Read more about the project on its website: [projectwebsite.eu](http://projectwebsite.eu)”. Try to keep this description to 80 words or less.

### About **xxx**

If this press release is about something well-known specific aside from the project – e.g. an event series or a particular award – then include a few sentences here about that particular thing.

### About the CIVITAS Initiative

**XXX** is a project under the CIVITAS Initiative. One of the European Commission's flagship programmes for fostering sustainable urban mobility, its network counts over 330 cities in Europe and beyond. Starting in 2002, CIVITAS supports sustainable mobility projects implemented under the European Commission's Horizon 2020 and Horizon Europe funding programmes, and is co-funded by the European Union. Find out more: [civitas.eu](http://civitas.eu).