**TEMPLATE PRESS RELEASE FOR HALF A GAME FESTIVALS OPEN TO THE PUBLIC**

**Instructions:** Copy, adapt and paste this template in to the body of an email, filling in the information in [brackets], remembering to delete the brackets afterwards. Send this to your local news desks. This press release can be adapted to send out after your event too, just change to the past tense and send with some pictures of your activity.

**PRESS RELEASE [INSERT DATE]**

**[Name of event]**

[Insert club name] is organising [name of event] as part of Welsh rugby’s Half A Game initiative, which guarantees game-time for all children, and everyone is invited.

The event is taking place on [insert date] at [insert time] at [insert venue] and will include [additional information such as number of teams taking part].

[Insert club name] has joined more than 700 teams across Wales signed up to Half A Game, which ensures equal playing opportunites for boys and girls of all ages and abilities.

Every child will play a mimimum of half a game at [name of event], which aims to focus on the rewards of rugby participation rather than the results of individual matches.

[Insert club name] joins Welsh rugby’s ambition to recruit and retain more youngsters in the grassroots game. For more information on how to get involved [insert information on how to join your club].

[Insert name] said:“We want [name of event] to be a celebration of all our players and the enjoyment they get from playing rugby. It’s going to be a fantastic event with [insert special details about your event]. We are looking forward to welcoming players, coaches and all the family when the gates open at [insert time] on [insert day].”

The Half a Game campaign is part of the WRU’s overarching remit to engage more people, more often with more enjoyment and more success. Find out more on the WRU Coaching Locker: wrucoachinglocker.co.uk/half-a-game

**- ENDS -**

**For further information about [INSERT NAME]’s [name of event], please call [INSERT NUMBER]** Visit us online at **[INSERT WEB ADDRESS AND SOCIAL MEDIA]**