

[Insert Date that you are sending out the release here]

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| PRESS RELEASE |

**Headline here: Make it clear and eye-catching – no more than two lines**

**Sub-header here: Explain the headline a little, the relevant   
dates and a web link if there is one**

* The first paragraph is all-important – journalists may not read on any further. Remember the five W’s – **what** is happening? **Where? When? Who** is taking part? **Why** should the journalist be interested? If any of these points have not been addressed in the headline and sub-header, make sure they are covered here. Stress the point that the event is **free.**
* Go into a little more detail in the second paragraph. If you have a quote, include it here. Add some colour to the details in the first paragraph; try and pull out specifics, rather than generics. Don’t say “there will be some historical re-enactment”, say; “armour-clad medieval jousting knights will take on the invading armies in a dramatic forty-minute battle.”
* Make the third paragraph more factual – give details about the location; its history, other things to see and do. Try and give a little local context to the location; if it is a building, why is it of historic significance? Are there any special facilities for children/families?
* Conclude with clear, concise organisational details; is the attraction open on every day of Heritage Open Days? Do you need to book in advance? Is there any restriction on numbers?

**ENDS**

**For media enquiries and images contact** : Put in one name, a telephone number and an email address. Check and DOUBLE CHECK that these details are correct, it’s amazing how many releases go out with incorrect contact details.

**Notes to Editors**:

**About Lincolnshire’s Heritage Open Days**

Lincolnshire’s Heritage Open days have been co-ordinated by local charity Heritage Lincolnshire since 1994. In 2017 over 24,000 visitors took part, spending an estimated £869,500 across Greater Lincolnshire during their visits, which were organised by over 700 volunteers. The events are part of the wider annual European Heritage Open Days that take place throughout Europe during September. Its aim is to celebrate local heritage and promote awareness and enjoyment of the historic environment by arranging access to historic buildings to which the public are not usually admitted, or free admission to heritage attractions that would usually charge. Here in Lincolnshire our theme for 2018 is Picturing the Past, showcasing the county's visual heritage, whether that's old photographs, stained glass, sculpture, costume or even contemporary art inspired by history.

Lincolnshire Newspapers, Radio and TV

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| **Name** | **Phone** | **website** |
| Alford Standard | 01205 311433 | [www.skegnessstandard.co.uk](http://www.skegnessstandard.co.uk) |
| Boston Standard | 01205 311433 | [www.bostonstandard.co.uk](http://www.bostonstandard.co.uk) |
| Boston Target | 01205 315000 | www.bostontarget.co.uk |
| Bourne Local | 01780 758951 | [www.bournelocal.co.uk](http://www.bournelocal.co.uk) |
| Gainsborough Standard | 01427 615323 | [www.gainsboroughstandard.co.uk](http://www.gainsboroughstandard.co.uk) |
| Gainsborough Target | 01777 713787 | [www.thisislincolnshire.co.uk](http://www.thisislincolnshire.co.uk) |
| Grantham Journal | 01476 562291 | [www.granthamjournal.co.uk](http://www.granthamjournal.co.uk) |
| Grimsby Telegraph | 01472 372213 | www.grimsbytelegraph.co.uk/ |
| Horncastle News | 01507 526868 | [www.horncastlenews.co.uk](http://www.horncastlenews.co.uk) |
| Lincolnshire Echo | 01522 804313 | [www.thisislincolnshire.co.uk](http://www.thisislincolnshire.co.uk) |
| Lincoln Target | 01507 600555 | www.thisilincolnshire.co.uk |
| Louth Leader | 01507 353200 | www.louthleader.co.uk |
| East Lindsey Target | 01507 600555 | www.eastlindseytarget.co.uk |
| Market Rasen Mail | 01476 562291 | www.marketrasenmail.co.uk |
| Newark Advertiser | 01636 681234 | www.newarkadvertiser.co.uk |
| Retford Times | 01777 708000 | www.retfordtimes.co.uk |
| Scunthorpe Telegraph | 01724 273273 | www.scunthorpetelegraph.co.uk |
| Skegness Standard | 01476 562291 | www.skegnessstandard.co.uk |
| Sleaford Standard | 01476 562291 | www.sleafordstandard.co.uk |
| Sleaford Target | 01205 315000 | www.sleafordtarget.co.uk |
| Spalding Guardian | 01775 765433 | www.spaldingtoday.co.uk |
| Stamford Mercury | 01780 758951 | www.stamfordmercury.co.uk |
| County News | 01522 782060 | www.lincolnshire.gov.uk |
| BBC Look North | 01482 323232 | www.bbc.co.uk/news/england/lincolnshire |
| BBC East Midlands Today | 0115 902 1930 | www.bbc.co.uk/programmes |
| ITV Calendar News | 0113 222 8885 | www.itv.com/news/calendar |
| ITV Central East | 08448 814000 | www.itv.com/news/central |
| BBC Radio Lincolnshire | 01482 314406 | bbc.co.uk/news/england/lincolnshire |
| Lincs. FM 102.2 | 01522 549900 | www.lincsfm.co.uk |