



## Headline

[Link to images or details of photo call](#)

Release date/immediate release

**First para** = what, where, who, when, why. A journalist should know whether they want to read on by the end of this paragraph.

**Second para** = additional information and detail. Use the triangle method: all the important information should be in the first half of the press release. Anything else can go in notes.

**Third para** = quotes from Living Streets followed by relevant partner quotes.

Press releases should be factual, concise and free from superlative language. Ideally, they will be no more than one side of A4, with contact details given should a journalist want any additional information.

### Notes to editor:

Contact details: [Rowan Dent, Media and PR Coordinator, Living Streets.](#)  
[rowan.dent@livingstreets.org.uk](mailto:rowan.dent@livingstreets.org.uk) / 020 3832 9087

We are Living Streets, the UK charity for everyday walking.

We want to create a nation where walking is the natural choice for everyday, local journeys; free from congested roads and pollution, reducing the risk of preventable illnesses and social isolation. We want to achieve a better walking environment and to inspire people of all generations to enjoy the benefits the simple act of walking brings.

For over 90 years we've been a beacon for walking. In our early days our campaigning led to the UK's first zebra crossings and speed limits. Now our campaigns and local projects deliver real change to overcome barriers to walking and our groundbreaking initiatives such as the world's biggest Walk to School campaign encourage millions of people to walk.