



Headline

Date, time and location of photo call

First para = Brief description of the event and photo opportunities.

Second para = Location and address of the photo call, including written directions if sat nav is not reliable. If multiple events are happening throughout the day, provide a schedule.

A photo call is a short description of the event and photo opportunities available, ideally half a page of A4. Like a press release, a photo call needs to be factual and free from superlative language. Remember to include at least one set of contact details for journalists.

Notes to editor:

Contact details: **Rowan Dent, Media and PR Coordinator, Living Streets.**
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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.