

Press Release 1

This is an example of a press release you may wish to issue to your local media to manage enquiries in advance of the advertising campaign. You will need to tailor the release to include information on your own local entitlement and secure quotations from local spokespeople. Please note that all quotations are made by fictional people for the purposes of illustrating the type of information you may want to include – please do not use these in your own communications!

National Ad Campaign Celebrates New Travel Entitlement

A new campaign to promote the extension of free local bus travel for those sixty or over or eligible disabled people will launch next month across England, and (area's) (include the number) residents are being urged to find out more.

From April 1st 2008, all persons aged 60 or over or eligible disabled people will be able to enjoy free, off-peak local bus travel *anywhere* in England. That means that eligible pass holders in (local area) will be able to use off-peak local bus services to visit (neighbouring area) or (neighbouring area) without having to pay any fares. And even when visiting friends or enjoying a holiday anywhere in England the same pass will ensure free off-peak use of the buses there too.

Last August, eligible residents were invited by (TCA) to upgrade their existing bus pass in order to get access to free nationwide bus travel next year.

(EXAMPLE QUOTE) Graham Green, Head of the (name) Local Authority, said: "Residents of (area) are in a great position in that they don't have to do anything – there's no need to reorder your card or contact us– that's all been done. However, we still want residents to notice the campaign and use the time before April to learn more about what the concessions will mean for them so that they're ready for its introduction and can make the most of it."

The national campaign run by the Department for Transport will include advertising in the national press and billboards on many buses throughout England.

In (area), post offices, bingo halls and public libraries have rallied to the cause with leaflets, posters and guides to what the concession entails, with the hope that bus users will be ready to use the concession once introduced.

(EXAMPLE QUOTE) Grant Currie, Head of Communications at Age Concern (area), said: "Free nationwide bus travel will provide those aged sixty or over with a greater opportunity to be connected to friends, relatives, places of interest or even essential services outside of the area."

(EXAMPLE QUOTE) Elizabeth Wharton, Chair of DeafBlind UK, added: "Many disabled people, including those registered to benefit from the new national bus concession, consider freedom and independence to be paramount to their own happiness and sense of well-being. It will enable them the freedom to hop on any local bus in the country for free, opening doors to a wider world."

Press Release 2

This is an example of a press release you may wish to issue to your local media. It uses news on the advertising campaign to encourage local residents to upgrade their pass. You will need to tailor the release to include information on your own local entitlement and secure quotations from local spokespeople. Please note that all quotations are made by fictional people for the purposes of illustrating the type of information you may want to include.

National Campaign Highlights New Travel Benefit for (area's) 60 or over or Eligible Disabled residents

A new campaign promoting the extension of free, off-peak local bus services for those aged sixty or over or eligible disabled people will launch next month across England, and (number) residents are being urged to make sure they get onboard.

From April 1st 2008 all persons aged sixty or over or eligible disabled people will be able to enjoy free, off-peak local bus travel *anywhere* in England. That means that eligible pass holders in (area) will be able to use the bus to visit (neighbouring area) or (neighbouring area) without having to pay any fares. And even when visiting friends or enjoying a holiday anywhere in England the same pass will ensure free off-peak use of the buses there too.

(Number) people in (area) will benefit from the new concession, however many eligible residents have yet to upgrade their passes and should do this as soon as possible by contacting (area) local authority.

(EXAMPLE QUOTE) Artie White, Head of (area) Local Authority, said: "It's really important that residents who have not applied for their upgraded card get in touch with us to ensure that they can hop on any local bus route from April 1st."

The national campaign run by the Department for Transport will include advertising in the national press and billboards on many buses throughout England.

In (area), post offices, bingo halls, local Age Concern offices and public libraries have rallied to the cause with leaflets, posters and guides to what the concession entails, with the hope that bus users will be ready and willing to use the concession once introduced.

(EXAMPLE QUOTE) Grant Currie, Head of Communications at Age Concern (area), said: "Free nationwide bus travel will provide those aged sixty or over with a greater opportunity to be connected to friends, relatives, places of interest or even essential services outside of the area, at an affordable price."

(EXAMPLE QUOTE) Elizabeth Wharton, Chair of DeafBlind UK added: “Many disabled people, including those registered to benefit from the new national bus concession, consider freedom and independence to be paramount to their own happiness and sense of well-being. The new national bus concession will enable them the freedom to hop on any local bus in the country for free, opening doors to a wider world.”

If you have not applied for your upgraded card, contact your local travel authority which can be found by visiting www.directgov/buspass.