

The top half of the image features a dark blue background with several thick, hand-painted brush strokes in yellow, red, teal, and light blue. In the top left corner, the word "WERN" is written in a bold, white, sans-serif font, with "WE" on the top line and "RN" on the bottom line.

WE
RN

PRESS RELEASE EXAMPLES

@wernchat #hypeyourself

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PRESS RELEASE FOR DIFFERENT OCCASSIONS

There are many different types of press releases but ideally you want to keep it to one-side of A4 whatever it is about. Here we provide a few examples of our own work and links to other examples.

KEY

PRODUCT – If you make a product this is the sort of press release, I would recommend for pitching for the placement slots or gift guides

LISTING – If you are hosting a pop-up or event this is what we refer to as a listing release as it is often used to inform the 'listing' or 'to-do' guide of a publication. This would also be applied to a new venue / shop opening.

SERVICE – If you have a big service announcement or are launching a brand-new business. (Note: this may not be enough to get news on its own and worth using with a bespoke pitch)

RESEARCH – Announcing news of trend-led or data insights for a feature or news in brief.

PRODUCT

VINYL ME PLEASE

CHRISTMAS SOUNDS BETTER ON VINYL

- Introducing Vinyl Me, Please Christmas Gift Subscriptions –

Give the GIFT of **Vinyl Me, Please**, www.vinylmeplease.com, this Christmas and be loved forever! The “best damn record club out there” has decided to make Christmas come early for vinyl aficionados and music lovers worldwide.

Previously only available through requesting an invitation, **Vinyl Me, Please** have released a number of tailor made 3-month, 6-month and annual GIFT subscriptions just in time for your holiday shopping: <http://vinylmeplease.com/give-a-gift/>

Vinyl Me, Please members will receive an **exclusive pressing** of an album on vinyl that’s worth your time and attention, accompanied by an original 12” x 12” **album-inspired art print** and a **custom cocktail pairing**. And on top of all this, because waiting by the door each month can be tough, members also receive **The Standard** – a weekly email featuring the best new music, gear, interviews and sweet giveaways in addition to many other member’s-only benefits.

The recently opened VMP members store is also an exclusive library offering limited runs of 500-1,000 colour pressings of great albums. Which so far has included: Monster Rally - 'Crystal Ball' (limited to 750 on smoky quartz), Hundred Waters - 'Moon Rang Like A Bell' (limited to 500 on sea blue with white marbling), Quasimoto - 'The Unseen' (limited to 500 on white).

Vinyl Me, Please really is the gift that keeps on giving with bespoke vinyl packages delivered straight into your loved one's hands every month. With subscriptions available from just \$23, what are you waiting for?:

Domestic Plans:

Monthly: \$27

3-month: \$75 (renews every 3 months saves 8%)

12-month: \$284 (renews every year saves 13%)

- ENDS-

About Vinyl Me, Please:

[Vinyl Me, Please](#) is a record club with a mission to re-introduce the art of listening to music. Each month members receive a vinyl record, newly or re-released, an original album-inspired art print, and a custom cocktail recipe, to encourage a complete and sensory album experience. Vinyl Me, Please believes the vinyl format re-introduces ritual and process to listening, to deepen a personal relationship with music. Founded in 2012, Vinyl Me, Please is based in Colorado, and has members in more than 40 countries.

PRODUCT EXAMPLES

Links to product example press releases:

Apple 16-inch [MacBook pro](#)

Useful explanation which includes [Bulletproof](#) example

Bubble Tea curated collection example [here](#)

Archie Rose distilling for Father's [Day](#)

Thomas SABO [Mother's Day](#)

LISTING

LONDON'S FIRST 'MILK AND COOKIE' POP-UP New York-style milk and cookie bar to open at Old Street station

Baking duo, Blondies Kitchen will be launching London's first milk and cookie pop-up bar at Old Street tube station on Monday 17th October for two weeks.

Known for their delicious freshly baked cookies with just the right amount of chew, crunch and ooze, Londoners can make a pit stop between 7am-7pm Monday to Saturday to try this latest food trend.

There are five flavours of cookie and three types of milk to choose from at Blondies Kitchen Milk and Cookie Pop Up Bar. Pair the Classic milk choc chip cookie with the jazzed-up Coco Pops Cereal Milk. Or combine the Oreo Stuffed Nutella with whole milk for the perfect creamy balance.

For those looking to take things to the next level (and let's face it, who isn't?), then opt for any two cookies of your choice sandwiched with an outrageous Crunchie chocolate honeycomb mousse. Milk will be served in fun milk bottles.

Gluten-free and lactose-free diets are also catered for with the Gluten Who? peanut butter oats cookie and Rude Health almond milk. Buying a box for the office will earn you brownie points as well as a free bottle of milk (when buying five or more cookies).

Co-founder Chelsie Collins says: *"Milk and cookie bars are a popular snack destination for many New Yorkers. With strong associations of home and family, this humble snack combination is a favourite across America. We hope our Old Street pop-up will tempt Londoners looking for a tasty snack this Autumn."*

Freshly baked daily by Blondies Kitchen, the cookies are one of the duo's signature bakes. The Blondies Kitchen Milk and Cookie Pop Up Bar will be located opposite the ticket barriers at Old Street tube station.

-ENDS-

Please contact with any media enquiries.

NOTES TO EDITORS

- Blondies Kitchen Milk and Cookie Pop Up Bar runs Monday 17th-Saturday 29th October from 7am-7pm
- Every day except Sundays
- Find the stall at Old Street tube station, opposite the ticket barriers
- The Blondies Kitchen [website](#) will go live on 16th October

FULL MENU

Cookies:

1. Classic - milk choc chip (£2.25 per cookie)
 2. Double Chocolate Tahini (£3.00)
 3. Gluten Who? – peanut butter oats (£2.75)
 4. Oreo Stuffed Nutella (£2.75)
 5. Cookie Dough Slabs (£2.50)
 6. Kinder Chocolate (available Thursday-Saturdays £3)
- Crunchie Mousse Cookie Sandwich special - choice of two cookies sandwiched with chocolate honeycomb mousse (£4-4.50 depending on choice of cookie)
 - Milk:
 1. Regular Whole Milk (£1.50)
 2. Rude Health Almond Milk (£1.50)
 3. Coco Pops Cereal Milk (£2.50)
 - FREE bottle of milk when you buy five or more cookies

About Blondie's Kitchen

Blondie's Kitchen is a catering service founded in May 2016 by trained chefs, Chelsie Collins and Kristelle Levy. Training at Leith's and Cordon Bleu respectively, Chelsie cut her teeth at BBC Good Food as a Cookery Writer and Kristelle has worked in restaurants for three years including Riding House Café and as Head Chef at Black Truffle deli in Primrose Hill for over a year. Catering for any occasion, they specialise in sweet treats with detailed designs, indulgent toppings and fresh flowers.

LISTING EXAMPLES

Diana Ross at Glastonbury Sunday event listing

Below 20 pop-up – limited pop-up experience

Mayflower theatre pantomime press release

Black Girls Rock awards

Event at old fire station template

National Portrait gallery

SERVICE

The new concept in financial services designed exclusively for women

Disruptive new fintech start-up Rainchq, has today officially launched to the general public and is a new concept in financial services, designed exclusively for women. The company aims to tackle the gender investing gap by promoting greater financial inclusion.

All Rainchq customers will receive access to financial education and events as well as an introduction to a qualified and regulated financial adviser, Amina Kamal, a senior partner at St James's Place Wealth Management, a FTSE 100 company.

Unlike other financial services, Rainchq will be positioned as a lifestyle brand, with a focus on good financial health as a foundation for overall holistic wellbeing. Rainchq is also one of a handful of firms offering access to financial advice via video conference as the lead communication channel, compared to the traditional face-to-face offerings. This inclusive approach means the brand is for women across the country, and not just a London-centric proposition.

Founded by Davinia Tomlinson, whose previous career in marketing within the investment management industry for companies managing hundreds of millions of pounds of assets on behalf of clients, Rainchq is designed to address the typically low proportion of female investors overall. More than a decade since the start of her working life and two children later, Davinia saw

that the number of women investing for their futures hadn't significantly improved and decided it was time to do something about it.

Davinia Tomlinson, CEO, and co-founder said: "My own personal experience has shown me that the financial services industry is not designed with women in mind, as the low numbers of female investors demonstrate.

As a mother, like many, I returned to work part-time, which obviously had a knock-on effect on how I invested and yet there was no advice tailored to my situation. The goal of Rainchq is to tackle the challenges specifically faced by women, most notably the gender investing gap, gender pay gap and financial advice gap - and to provide women with tailored guidance on what to do with their money as well as access to best-in-class investment products."

The cost of the annual service is £300 which includes unlimited content accessed via the member's hub, two financial advice sessions and one event invite (with a plus one) for a Rainchq customer. Events will be held nationally to ensure Rainchq reaches its clients in a location that best suits them and gives them the opportunity to meet the people behind the brand and give their feedback on the service as well as benefit from guidance on all aspects of their holistic wellness delivered by a variety of expert speakers.

SERVICE EXAMPLES

New appointment for agency UsTwo (note: it is quite difficult to place these sort of stories)

Forward 3D announce first agency partnership with Kakao

Cox and Arizona university to launch connected environment

RESEARCH

Theresa May is the number one speaker in the house Piers incoherent against parliamentary peers

The robotic style of Theresa May often earns her boos from pundits and the general public, but it's proven to be a hit with one audience – artificial intelligence. In a speaking test of UK politicians, created by London startup Trint, Theresa May topped the polls as being a considerably clearer speaker than her parliamentary peers.

In the first ever UK Trint Index, the transcription service used its AI software to rank politicians as to who is the best speaker using audio recordings of their speeches. The tool compares the eloquence using clear enunciation, slow speech, simple words as measuring sticks to reveal some surprising results.

Nicola Sturgeon and John Bercow performed the worst, with Nicola's error rate being attributed to the software struggling with the regional Scottish dialect and John Bercow's audio peppered with interjections.

Trint index results - for infographic click here:

1. Theresa May (1.72% error rate)
2. Jeremy Hunt (2.42)
3. TIED: Jeremy Corbyn and Amber Rudd (2.51)
4. Vince Cable (2.82)
5. Arlene Foster (3.1)
6. Boris Johnson (3.25)
7. Jacob Rees-Mogg (3.87)
8. John Bercow (4.79)

9. Nicola Sturgeon (7.04)

To give some context to how well-spoken our British politicians are vs other leading public figures, Trint also ran through a speech by Piers Morgan, the Good Morning Britain host and frequent political commentator might want to follow a few of our tips for clearer speaking as his WER is a shocking 7.04% putting him at the bottom of our poll.

Shocking and surprisingly, Donald Trump who appeared 11th in the US Trint Index performs well with an error rate of just 2.11%, which would put him at number two in the UK ranking, speaking better than all UK politicians bar Theresa May.

Jeff Koffman, Founder of Trint comments: "Theresa's robotic speech style proves to speak clearly to our AI transcription machines with her error rate just 1.72%. Piers may want to look to emulate some of Mrs May's speaking tips by looking to stop swallowing his words and more importantly, and one that may be a struggle for him, to not speak over others as much so in return he isn't interrupted."

The UK index follows the success of a US index released December 2017 which saw Nikki Haley at the top of the list and Donald Trump 11th

RESEARCH EXAMPLES

Car insurance mistakes that cost drivers £677

Curry heat map for Hari Ghotra

Juice from damaged salad leads stimulate salmonella growth