**Sample Media Release**

Media releases can be sent to local media outlets for them to include as a new story. Some examples of media outlets to consider are local radio stations, parish newsletters, local papers and magazines, free guides, community Facebook groups, and online local media websites.

This is a sample of a fictitious project. Prompts for what to include in each section are in red.

***Start with a headline to catch the interest of the news desk:***

**Castle Candles – A glowing success for Castleross Junior Entrepreneurs!**

***Summarise the full story in the first paragraph***

**In just four months, the fifth-class pupils from Castleross National School created a business from scratch and made a profit of €900 from candles that they designed and produced in their classroom. Castle Candles was set up as part of the Junior Entrepreneur Programme (JEP)**

Every child in the class got an opportunity to put forward their own idea, and a shortlist of four projects was selected. **The pupils faced a panel of ‘Dragons’, which included local businessman and CEO of Castlecove Shellfish, John Salmon. The Dragons helped the class to choose the “Big Idea” for their class business.**

***Provide more detail in the following paragraphs***

The Castle Candles business worked just like a real start-up and as part of JEP, the children identified their strengths in various areas through a series of games before breaking into five teams - Finance, Design & Production, Sales, Marketing & Technology and Communications.

***Market Research***

The pupils carried out market research to learn more about their target customers – pupils, teachers and family members were surveyed on their preferences on various aspects of the candles - including pricing, colours and scents.

***Explain how the project was funded:***

Each pupil contributed €5 to buy the materials needed to start production. The class produced posters and a video to promote the candles in the school and in the local community in West Kerry. The entire class needed to roll up their sleeves for the final production push. The Candles were launched at a school showcase day on XXXX where pupils were delighted with the response to their products. In all, over 250 candles were sold.

***Consider including a quote from a pupil***

“I was amazed to see people paying money for the candles we made. It made me feel really proud’’ said Sienna Styles, who was on the sales team.

***Include a quote from the class teacher***

“The children learned so much from this project and from JEP. Some pupils already have decided that they want to become entrepreneurs in the future’’ said the class teacher, Anne Wick.

**School Contact Details**

Include the school/class/teacher contact for further information.

Check that the content of the media release does not breach GDPR or other school policies.

**INCLUDE SOME INFORMATION ABOUT JEP**

JEP is an entrepreneurship skills programme that promotes teamwork, resilience, problem-solving and creativity. It is offered free to 5th and 6th classes in primary schools throughout the island of Ireland. Teachers indicate a significant impact on pupils' confidence and life skills as well as a strong reinforcement of the primary school curriculum in Maths, English, Art, ICT and SPHE. Approximately 100,000 primary school children have participated in the programme since its inception.

JEP is supported by Enterprise Ireland under its Primary Schools Entrepreneurship initiative underlining the vital role of an entrepreneurship culture in shaping Ireland’s future.

The programme has also been supported from the outset by co-founder Jerry Kennelly of Tweak.com and was developed in collaboration with Mary Immaculate College, Limerick.

For further information on JEP, contact Marie Lynch, Managing Director, [Junior Entrepreneur Programme](https://www.juniorentrepreneur.ie/). Tel:( 066) 7169553 Email: marie@juniorentrepreneur.ie