



|  |
| --- |
| PRESS RELEASE |

*[Swap in an image that relates to your event(s) or, if relevant, use the theme image]*

**HEADLINE HERE: MAKE IT CLEAR AND EYE-CATCHING – TWO LINES MAXIMUM**

**Subheader e.g. - Discover more as Heritage Open Days celebrates**

**Architecture**

[www.heritageopendays.org.uk](http://www.heritageopendays.org.uk)

**12th – 21st September 2025**

* The first paragraph is all-important – journalists may not read any further. They’re busy people and want the story as quickly as possible. Remember the five W’s:
  + **What** is happening?
  + **Where?**
  + **When?**
  + **Who** is taking part?
  + **Why** should the journalist be interested?
  + Also, don’t forget to stress the point that the event is **free**
* Go into a little more detail in the second paragraph. If you have a quote, include it here. Add some colour to the details in the first paragraph; try and pull out specifics, rather than generics.
  + Instead of “there will be some historical re-enactment”, say; “armour-clad medieval jousting knights will take on the invading armies in a dramatic forty-minute battle.”
  + Instead of “there will be activities for children”, say; “little ones will have fun on a treasure hunt around the garden.”
* Make the third paragraph more factual – give details about the location; its history, other things to see and do. Try and give a little local context to the location; if it is a building, why is it of historic significance?
* Paint a picture with some human stories. Have you got a great tale about one of your volunteers? Have you discovered something new that you want to share with the world? What hidden story will you be revealing?
* Conclude with clear, concise organisational details; is the attraction open on every day of Heritage Open Days? Do you need to book in advance? Is there any restriction on numbers? Link to your website if you have one.

**ENDS**

**NOTES TO EDITORS**

**For media enquiries and images contact:**

*[Provide one name, a telephone number, website and an email address. Check and DOUBLE CHECK that these details are correct!]*

*[If you’re using the About Heritage Open Days section below, add or substitute local details in the final two bullet points]*

**About Heritage Open Days**

* Heritage Open Days is England’s largest festival of history and culture. Running for ten days every September, the festival offers free access to heritage events and activities across England.
* Heritage Open Days is brought to you by the National Trust with support from players of People’s Postcode Lottery, and delivered locally by a large range of organisations (including civic societies, heritage organisations and local councils, community champions and thousands of enthusiastic volunteers)
* Heritage Open Days is England’s contribution to European Heritage Days, taking place across 50 countries. Other events in the UK are Doors Open Days in Scotland ([www.doorsopendays.org.uk](http://www.doorsopendays.org.uk)); Open Doors Days in Wales (<https://cadw.gov.wales/visit/whats-on/open-doors>); and European Heritage Open Days in Northern Ireland ([www.communities-ni.gov.uk/articles/european-heritage-open-days](http://www.communities-ni.gov.uk/articles/european-heritage-open-days)).
* For further details about the festival, visit [www.heritageopendays.org.uk](https://www.heritageopendays.org.uk/), follow on Instagram [@HeritageOpenDays](https://www.instagram.com/heritageopendays/), or subscribe to the [newsletter](https://heritageopendays.us17.list-manage.com/subscribe?u=d133392f35a95617dbbd8a7eb&id=9e4f44710e).

**OPTIONAL**

**Quotes & Background Information:**

*[You can use one or more of these quotes from the national team and supporters in your press release. The wording must not be altered and the quotes must be attributed. Alternatively, contact press@heritageopendays.org.uk to request a quote more specific to your area.]*

"For me, architecture is just as much about people as it is about buildings themselves," says Liam Montgomery, Marketing and Projects Manager at Heritage Open Days. "While I’m just as captivated by awe-inspiring spaces as anyone (and we certainly have plenty of those across Heritage Open Days), I think this theme offers a great way to tell powerful stories about how buildings and places are used and shape our lives.  I can’t wait to see what our community will spotlight this year."

Laura Chow, Head of Charities at People’s Postcode Lottery, said: “I’m delighted we’re able to support Heritage Open Days for another year, giving people across the country the chance to explore, celebrate, and enjoy England’s national heritage. With hundreds of activities on offer there’s something to suit everyone. And best of all - thanks to money raised by Postcode Lottery players - they can all be enjoyed for free!”

**Factual Information about Heritage Open Days & People’s Postcode Lottery to incorporate into your release:**

Heritage Open Days is England’s largest festival of history and culture; every year, thousands of volunteers and supporters organise events that allow us to discover hidden places and try out new experiences. Brought to you by the National Trust, supported by players of People’s Postcode Lottery and run by thousands of local organisations and volunteers, Heritage Open Days gives everyone free access to experiences and events across England, including access to many sites that usually charge for admission. For details and opening times, visit [www.heritageopendays.org.uk](http://www.heritageopendays.org.uk).