

Grundig & Currys 'Give Back' PR Toolkit

Thank you for taking part in the Give Back with Grundig initiative and for nominating your local charity. Now it's time to amplify the message in your local area and generate positive publicity for your store. And publicity is a brilliant way to get involved with your local community and to demonstrate how you are doing good work in the community.

How to get media to cover your news

1. Prepare the Press Release

Local press release template:

Use the template below and update with your store details



Currys PC World and Grundig support [insert charity name] with 'Give Back' initiative

Currys PC World is giving back to the community with this new initiative in partnership with [Grundig](#) home appliances.

Grundig is donating £200,000 worth of appliances to local food related charities nominated by Currys PC World store staff. **[insert charity name]** from **[location]** was one of those charities nominated by **[insert Currys store & store colleague name who nominated the charity]**.

Food waste is a big issue, not only in the UK, but also globally, with one third of the food we produce thrown away. Through this Give Back campaign, Currys PC World and Grundig are leading the fight against food waste by providing

appliances that will help charities nationwide to not only use surplus food for good causes, but also to offer more services to the local community.

[Insert charity spokesperson] said: "I would like to thank Currys PC World for wanting to support us and thank Grundig for the generous appliance donation. The **product/s** will make such a difference to us and to the community."

-Ends-

For further info please contact

[Insert Contact Details]

About Dixons Carphone

Dixons Carphone plc is a leading multinational consumer electrical and mobile retailer and services company, employing over 42,000 people in nine countries. We Help Everyone Enjoy Amazing Technology, however they choose to shop with us.

We are the market leader in the UK & Ireland, throughout the Nordics and in Greece. With a full range of services and support, we make it easy for our customers to discover, choose and enjoy the right technology for them, throughout the life of the product. Our core multichannel operations are supported by an impressive distribution network and sourcing office in Hong Kong and a state-of-the-art repair facility in Newark, UK.

Our brands include Currys PC World and Carphone Warehouse in the UK & Ireland and iD Mobile in the UK; Elkjøp, Elgiganten and Gigantti in the Nordics; and Kotsovolos in Greece. Our Dixons Travel brand has a presence across several UK airports as well as in Dublin and Oslo, and our services are provided through Team Knowhow in the UK, Ireland and the Nordics.

We also offer B2B services, predominantly through Currys PC World Business and Carphone Warehouse Business.

About Grundig

As a European full-range manufacturer, Grundig continuously sets new standards with its home electronics products in terms of design, innovation and resource-efficiency. The brand remains true to its brand attributes including its German heritage and extensive experience of the market, user-friendly and elegant design, high standards and quality control. With a portfolio of more than 500 different products – ranging from Ultra HD TVs, mobile audio devices, hair styling devices, vacuum cleaners and kitchen appliances to ovens,

dishwashers and washing machines – the brand offers a solution for every room in the modern home. Accolades received by Grundig include the Product Design Awards, Red Dot Design Awards, and Plus X Awards. The brand has also won critical acclaim from StiWa, a leading global testing institute in Germany and Trusted Reviews, an independent UK testing organisation. Grundig manufacturing plants are located in various locations all around Europe delivering Grundig products to more than 65 countries worldwide. Learn more at www.grundig.co.uk

2. Get approval for your Press Release

Email a copy of your press release to CSR@dixonscarphone.com before sharing it with any media outlets for it to be approved. Once approval is received, proceed to step 3.

3. Call the local media

The contact details of your local newspaper's editorial desk can normally be found on their website. Ask for the news desk. Let them know that as part of the Give Back campaign you have nominated your local charity to receive a Grundig appliance and confirm when they'll be receiving the product. Ask if they would like to send a photographer down to capture the charity using the new appliance.

4. Remember to take photos

Use a good quality camera to take the photos, most phone cameras will be suitable.

You can often get a recommendation from the picture desk of your local newspaper on the kind of photos that work best.

Ensure that you (Currys store staff member) and a member of the charity is included in the photos as well as the appliance.

5. Send your press release

After completing the press release template and obtaining approval, email the press release along with photographs to the desk of your local newspaper on company headed paper if possible. Make sure you include a snapping introduction to your email before attaching the press release and images. And

check your photos aren't too big or too small for the email to send – 3MB is a good guide.

Example email:



Hi **[insert name]**,

Please see attached press release and images, detailing Currys PC World's new initiative with Grundig home appliances to support local charities. **[insert charity name]** from **[location]** has been nominated by **[insert Currys store & store staff name who nominated the charity]** to receive a [Grundig](#) appliance as part of their 'Give Back' campaign.

For information please don't hesitate to contact me.

Kind regards,

[insert name and contact details]

Top tip

Most local newspapers are printed on a Monday or Tuesday, so the end of the week before is the best time to get stories to your local paper. However, you can share at any time to feature on their website.

A quick guide to who's who

Knowing who to talk to in the press will not only save you time, it can be the difference between the media covering your story or not.

Editor: The editor makes all of the decisions about what stories will be covered

Features editor: The features editor is in charge of all the longer more in-depth stories within a publication.

News desk: A journalist on the news desk is a key contact to talk to about new

stories from your charity

Picture desk: The picture editor will decide which photos are included in the newspapers.