

## PRESS RELEASE TIPS

1. Have a good think about what the story actually is. It has to be news so think about the who, why, what where, when and how much (if applicable). This is the most important thing
2. The headline will tell the story in a few words - keep it short. Dont be upset if the headline is altered by the sub-editor - its their job.
3. General rule is to avoid superlatives unless its in a quote. You will need to prove or qualify a statement that someone is the best or the biggest or fastest.
4. Try and write short sentences nor more than 40 words and keep it all factual. Try and keep to the rule of one sentence per paragraph.
5. The first paragraph should tell the story in more detail and expand it.
6. The second paragraph should extend the story more and could include a good performance or MVP
7. Try and get a quote in for the third paragraph and then continue paragraph by paragraph.
8. Newspapers and magazines cut stories from the bottom up so try and keep the least important stuff to the end.
9. Keep to one side of A4 unless you really have a lot to say. Bristol has to deal with the performances of three teams so its tricky.
10. Always include players names where its deserved. That player will love you for it
11. Always send press releases to all your media contacts at the same time, on the same day every week. The y need to know you are reliable.
12. Always send a relevant picture and add a caption at the end of the press release.
13. Always add contact details.
14. You may not always get coverage but persevere.

## BADGERS TAKE REVENGE ON LOCAL RIVALS

Bristol Badgers took revenge on local rivals BC Vetra at the weekend, winning both games of their latest BBF AA South West division double header. The Badgers came from behind in both games to win 8-6 and 14-11.

On the club's second field, the Bristol Bats and Buccaneers were contesting the first derby of the season with the Bats winning both games of the BBF A South West division match.

For the Badgers, first baseman Carlson Charles stole the headlines in the second game, hitting a grand slam home run in the second inning, making a crucial double play and driving in six runs.

After going behind in the first inning, the Badgers responded with a seven run second inning with Az Munaf, George Braeger and Mike Osbourne all driving in runs.

In the first game, the Badgers overcame a 3-6 deficit at the top of the fourth inning with Rich Green, George Braeger and Az Munaf all driving in runs.

Pitcher and club head coach Rhod Theaker struck out three Vetra players in his seven innings pitched to earn the win.

"We are improving with every game and showed the true Badgers spirit by coming back in both games," said Theaker. "I am delighted that Carlson had such a good game with the first grand slam of the season. He is new to the club but has impressed everyone on and off the field."

The Bats provide too strong for the Buccaneers in the other match being played at Somerdale Pavilion on Sunday, winning 33-5 and 25-10 in the double header

The club's development team was unable to contain the Bats offense throughout the afternoon.

In the first game, Bats first baseman Paul Carter drove in five runs with both Tyron Porter and Alex Brown driving in four each.

For the Buccaneers, Natalie Berry, Jamie Hartley and Richard Evans all had a multi hit game at the plate.

In the second game, the Bats again put runs on the board early and although the Buccaneers responded throughout the game, they could never pull the lead back.

The first inning Bats onslaught was lead by third baseman Neptali Ortega, catcher Tom Rowe and outfielder Tyron Porter.

For the Buccaneers, third baseman Richard Evans drove in four runs with other RBIs coming from Phil Midgley, Alex Benson and Molly Willcox.

"The Buccaneers should feel really proud of the way they played today," said assistant manager Phil Midgley. "For 75% of the team this was the first ever game of baseball and

they showed a great deal of determination to make the right play and the highlight of the day was perfect relay from the outfield to make the out at home involving three players.”

Tom Rowe, player manager of the Bats was encouraged with the team’s performance.

“It was good to get another game under our belt as we push for a playoff spot. Tyron Porter pitched well again and had a good day at the plate. It is encouraging that each player improved on their previous performances and this will put us in good stead for the remaining fixtures.”

It will be a busy weekend coming up for Bristol Baseball. The Buccaneers will take on Taunton Muskets on Saturday at 12 and face up to the Bats again the following day. Both matches are at Somerdale Pavilion in Keynsham and start at 12 noon.

The Badgers welcome The Rebels to Somerdale on Sunday and will be playing hard to upset the division leaders in the latest round of the BBF AA contest.

ENDS

Caption : The Badgers’ first baseman Carlson Charles had a stellar Sunday hitting the club’s first grand slam of the season.

For further information contact Richard Evans on 07734 150769 or by return email