

# CREATIVE CAREERS

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## Media Information For Immediate Release

# Museum Sheffield

17 September 2009

Include 'immediate release' at the top if you want journalists to report the news story straight away and add the date.

Write a press release like a news story – keep it punchy simple and include: What? Where? When? Who? Why?

## Comedians: From the 1940s to Now Photographs from the National Portrait Gallery

21 November 2009 – 20 March 2010

The headline – is like a newspaper article, it gives the most important information – the name of the exhibition, the dates and the location.

Having the headline bold and bigger than the rest of the text draws attention to it.

Create an exciting first paragraph to grab journalists' interest.

Museums Sheffield aims to put a smile on the faces of visitors to the Graves Gallery this winter as a new photography exhibition pays tribute to a host of the nation's finest comic talents. Drawn from the collections of the National Portrait Gallery, *Comedians: From the 1940s to Now* presents an array of iconic images of some of Britain's best-loved entertainers.

As either stars of stage or screen, the comedians featured in this new exhibition have each found their own unique way of tickling the nation's funny bone. Spanning nearly seven decades of comedic talent and featuring a specially commissioned video introduction from Paul Merton, *Comedians: From the 1940s to Now* puts the spotlight on those men and women who over the years have brought laughter into our lives. From the tongue in cheek sauciness of Frankie Howerd to the character creations of Lenny Henry, the caustic humour of Jo Brand to the cerebral wit of Stephen Fry, this collection of intimate portraits captures the public and private faces of these remarkable performers.

*Comedians: From the 1940s to Now* will see these irrepressible entertainers captured by a wealth of national and international photographic talent. Amongst the work featured in the exhibition will be

Include examples of people in the show.

portraits by Annie Leibovitz, Henri Cartier Bresson, Angus McBean, Lord Lichfield, Bill Brandt, Cecil Beaton and Trevor Leighton.

The artists are an interesting angle too.

*Comedians: From the 1940s to Now* is a collaborative exhibition between the National Portrait Gallery, Sunderland Museum and Winter Gardens, Plymouth City Museum and Art Gallery and Museums Sheffield.

Keep your press release focussed and free of jargon.

**-ends-**

**Notes to Editors:**

- Museums Sheffield: Graves Gallery Surrey Street, Sheffield, S1 1XZ Tel. 0114 278 2600, [www.museums-sheffield.org.uk](http://www.museums-sheffield.org.uk)
- Museums Sheffield: Graves Gallery opening times:  
(until 31 October 2009) Monday – Saturday, 10am – 5pm  
(1 November 2009 – 27 March 2010) Monday – Friday, 10am – 4pm , Saturday, 10am – 5pm
- Free Admission
- *Comedians: From the 1940s* is supported by the Department of Culture, Media and Sport (DCMS)/Department for Children, Schools and Families (DCSF), Strategic Commissioning National/Regional Museum Education Partnerships Programme.

Send your press release by email and keep formatting simple.

Include all visitor information and contact detail at the end as an easy reference section for journalists.