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Getting started in museums and galleries

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Media Information

For Immediate Release

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

Museum Sheffield

X March 2010

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

Writers of Influence: Shakespeare to J.K. Rowling

From the National Portrait Gallery Collection

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

April – 3 July 2010

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

Taking visitors to Sheffield's Graves Gallery on a journey from Jane Austen to Jarvis Cocker, a new exhibition of over 60 works from the National Portrait Gallery will celebrate Britain's finest literary talents. In a landmark event, *Writers of Influence: Shakespeare to J.K. Rowling* will see the National Portrait Gallery loan of its iconic 'Chandos' portrait of William Shakespeare, the very first work it acquired in 1856. Never before shown in the UK outside London, the painting is the only portrait of the Bard that has any claim to have been painted from life. It will go on display alongside a host of significant literary portraits from the National Portrait Gallery collection as part of the exhibition, which makes its debut in Sheffield before touring across the country.

Create an exciting first paragraph to grab journalists' interest.

Include examples of people in the show.

Writers of Influence: Shakespeare to J.K. Rowling will bring together a remarkable series of paintings, drawings and photographs dating from the 16th century to the present day. The exhibition is the result of a collaborative project led by Museums Sheffield working with a group of young people from the city to co-curate the images of authors, playwrights, poets and lyricists from the National Portrait Gallery collection. Working with their peers in Plymouth, Southampton and Sunderland, the group has selected the works which will go on display alongside the internationally famous portrait of William Shakespeare, which is attributed to John Taylor and was named after a previous owner.

Writers of Influence: Shakespeare to J.K. Rowling will also feature memorable images of George Byron, Charles Dickens, Oscar Wilde, Virginia Woolf, Wilfred Owen, Agatha Christie, Roald Dahl, Zadie Smith and Dizzee Rascal, as well as casts taken from the faces of John Keats and William Blake. The exhibition will include works by J.M.W. Turner, J.R. Macartney, Bell, Henri Cartier Bresson, Man Ray, Patrick Heron and Lora Sheverson.

The artists are an interesting angle too.

Sandy Nairne, Director of the National Portrait Gallery, London, says: *“The ‘Chandos’ portrait is an iconic image and the founding image for the National Portrait Gallery. So this is an exciting opportunity for it to be shared with visitors around Britain. I am grateful for our partners and funders who are making this possible”.*

Nick Dodd, Chief Executive of Museums Sheffield, says: *“We are delighted that our relationship with the National Portrait Gallery and the enthusiasm of Sheffield’s young people has bought the ‘Chandos’ portrait to the city. It’s wonderful that Sheffield has the honour of being the first UK city outside the capital to host this remarkable work, a true icon of our national, and international, cultural heritage.”*

Writers of Influence: Shakespeare to J.K. Rowling is a collaborative exhibition between the National Portrait Gallery, Museums Sheffield, Plymouth City Museum and Art Gallery, Southampton City Art Gallery and Sunderland Museum and Winter Gardens.

Send your press release by email
and keep formatting simple.

Keep your press release focussed and free of jargon.

-ends-

Notes to Editors:

- Museums Sheffield: Graves Gallery, Surrey Street, Sheffield, S1 1XZ Tel. 0114 xxx xxxx
- www.museums-sheffield.org.uk
- Museums Sheffield: Graves Gallery opening times:
(until 26 March 2010) Monday – Friday, 10am – 4pm , Saturday, 10am – 5pm
(from 28 March 2010) Monday – Saturday, 10am – 5pm
- Free Admission
- *Writers of Influence* 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.
- *Writers of Influence: Shakespeare to J.K. Rowling* will visit Museums Sheffield: Graves Gallery (17 April-3 July 2010), Southampton City Art Gallery (23 July-26 September 2010), Plymouth City Museum and Art Gallery (16 October 2010-8 January 2011), and Sunderland Museum and Winter Gardens (29 January 2010-27 March 2011.)



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