

PRESS RELEASE: CAREERS FAIR DISRUPTION TEMPLATE

people & planet

For Immediate Release: [Insert date of release being sent]

[Manchester] Students Disrupt Fossil Fuel Recruitment Event

[Link to online folder with exclusive photo/video content from your action - mention if they are already uploaded and if not when]

Disruption [2-4 factual sentences on the action. Include number of students, outcome, and some details.
E.g]

Students from the [University of Manchester] disrupted a [BP] recruitment event today, as part of an ongoing campaign calling for the university to cut ties with the fossil fuel industry.

Shortly after the opening of a Science and Technology Careers Fair, organized by the University, over 20 students surrounded the BP stall and held up banners with slogans reading 'Fossil Free Careers Now' and 'Big Polluters Not Welcome Here.'

Protesters made speeches criticizing BP's climate record and handed out flyers to students walking past. According to the student group, representatives from BP packed up and left soon after.

Fossil Free Careers campaign [2-4 sentences putting action into context of wider campaign at the university and national campaign]

The action was organized by student society People & Planet Manchester, who have been working to end fossil fuel industry recruitment on campus. Similar campaigns are active on university campuses across the UK, as part of the national Fossil Free Careers campaign coordinated by the charity People & Planet.

So far, [12 universities have excluded](#) the fossil fuel industry from all careers service activities, and [23 Student Unions \(representing over 568,550 students\)](#) are now boycotting oil, gas, and mining industry recruitment. The campaign has been [backed by the National Union of Students](#), and [endorsed on the national congress floor by the University & College Union \(UCU\)](#).

[xxxx xxxx], organiser at People & Planet Manchester, said: [1 or 2 punchy quotes getting across your main campaign message, can use codename]

"BP is one of the world's biggest climate villains, and it's disgraceful that the university continues to support their recruitment work. Students and staff are totally united: we don't want this happening on our campus, and we'll shut down every single one of these events until the university listens to its students."

Notes for editors:

- Press contact: [insert email and/or phone number, and (nick)name if comfortable]
- [Link to your petitions, statements, report or any other relevant material]
- [Link to your group's social media]

TIPS

- The press release must be as concise and catchy as possible. Try to make it as easy as possible for a journalist to pick up the story. If it's low effort for them, it's most likely to be covered!
- You do not have to use real identities in the press release
- You can add a link to an empty online folder (e.g Google Drive) and state in your Press Release that photos will be uploaded after a certain time/day.
- If you have phone numbers of certain journalists, it can be a good idea to message them directly on top of the press release and send them a shorter version of your Press Release.
- If you come across a journalist that covers similar actions/campaigns in your area, don't forget to add them to your contact list as you go throughout the year.