Elements of a sample press release

The repair revolution has arrived in [your community]. Tired of our throw-away culture, [Your name] group will host [place]'s first community repair event on [date] at [location]. Volunteers will help those with broken [what you fix] to repair and prevent waste. The event is free and open to all.

[Quotes from you and your members]

[Details about your event, including about the hosting venue and other special 'party' aspects.]

The event is inspired by London's Restart Parties, three hour pop-up events where volunteers with technical skills help Londoners repair and maintain their electronics and small electrical appliances – for free. The Restart Project, a young charity based in London, has hosted over 80 such events in pubs, galleries, libraries and community spaces in just over two years and spread excitement for community repair across the UK and beyond.

“I am really excited by the potential to build a global community of fixers through Restart Parties to bring about more sustainable gadget use”, says trustee of The Restart Project Tony Roberts, who was a founder of Computer Aid. “The Restart Project successfully taps into a zeitgeist of overlapping concerns, for the environment, for thrift and into a growing desire to resist consumerist excess.”

The Restart Project is scaling its community repair events by helping others to replicate them elsewhere. Instead of forming chapters or franchises, The Restart Project encourages existing organisations and community groups to host Restart Parties, and join a growing network.

[Information from your group about how you heard about The Restart Project and how it inspired you to try holding your own event.]

Founders Janet Gunter and Ugo Vallauri, who met through a professional network for technology in global development and aid projects, are clear about their desire for the Project be self-sustaining and scale in a way that traditional charities do not.

Future plans involve strengthening an online network of Restarters and tracking its environmental impact. Closer to a social enterprise than a traditional charity, The Restart Project generates income by delivering corporate events, which will spread the spirit of resilience and problem-solving into the private sector.