Sample press release 1

MAJESTIC SET FOR EASTER RE-OPENING AS FLOOD FIGHTBACK GATHERS PACE

‘Come and see us at Easter, we’ll be ready to give you a great time’: that was the message from The Majestic Hotel this week after record-breaking storms swept the region.

Temporarily closed after flooding hit Torquay last week, Majestic owners X say they are already planning a special Easter welcome for those looking to visit the region under brighter skies. Repairs are already under way at the (award-winning) Riviera Hotel, with round-the-clock work scheduled to make sure visitors can enjoy their traditional south west welcome by (x date) at the latest.

Visitor accommodation and attractions across South West England have felt the force of the UK’s worst succession of storms for decades in recent weeks. High wave surges replaced The Majestic’s familiar westward ocean views and left the ground floor lounge, dining room and lobby areas under a few inches of water and in need of repair. Work to replace fixtures and fittings is already under way.

‘The Majestic has been here for 100 years so it will take more than a once-in-a-lifetime weather event to knock us off course,’ said Majestic ownerX. ‘We’ve got through the worst of the weather now, and of course TV is very good at giving the impression that this is the worst we’ve seen since Noah.

‘It’s been hard, but we’re made of tough stuff down here. Although we have had to close (for a few days), we’re already working hard on an Easter welcome for our guests that will be sunnier than ever.

‘We shall be open for business again on (x date) and look forward to seeing our regulars and many more as well.’

The Majestic Hotel, serving Torquay and the whole of South West England since XXXX, will be closed to visitors until (x date). Regular updates on repairs and new features can be followed at www.themajesticitorquay.com.

ends

TIPS

- Add contact details (phone, address, details of website, any social media accounts) and a contact person who can be reasonably expected to respond to enquiries within four hours
- Find a positive angle, don’t repeat the negative
- Look forward, use the opportunity to remind people what you are good at
- Be factual about being closed and the work under way to put it right
- Place your business in the context of the wider problem, emphasise it’s not just you that’s been affected
- Quote from the top person – keep it personal, serious but also try and find a point of lightness or humour amidst adversity.