

Jenny May Patch

Writer

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www.jenny-may.com

jennymayo411@gmail.com

07712 432764

Advertorial

Brief: 300-500 word advertorial to boost the uptake of sales for heated car seat upgrades.

Copy:

Keep Warm and Carry on Driving

The weather has turned. The mornings are darker, the nights are drawing in and the temperature has begun to drop. Next will come hard frosts and ice will cover paths and windows. But despite the desire to hunker down and stay indoors throughout the colder months, every-day life doesn't stop. There is still the commute to work, the school run, shopping must be collected and soon there will be longer trips throughout the country visiting friends and family at Christmas.

But the thought of leaving your lovely warm house, getting into a cold car and spending all that time behind the wheel frozen stiff, apart from the small areas that the heaters can reach, is miserable. Shivering whilst driving to work, sneezing away the streets to school and the aches that come with sitting uncomfortable and cold on long drives, is enough to make anyone reach for the snooze button one more time.

But it is possible that driving in winter can be just as enjoyable as in summer. Imagine the cosiness of your whole body being gently warmed as you drive. Your back and shoulders no longer hurt from tensing with the cold, you arrive at the office feeling happy and awake and a long journey can now be a pleasure.

Think of the simple joy of getting into your car which used to have its old standard cold seats and being able to quickly change your complete driving comfort by warming yourself with your upgraded, retro-fitted heated seats. With the amount of time you spend in your car, it is such a simple way to make a huge improvement to your life.

Driving is not about you alone though, cars are often the hub of the family and the place where friends share fun and wild ideas. Maybe this year you have drawn the short straw and will be driving everyone home from the office Christmas party. Or will you get that text from an errant teenager needing to be picked up in the middle of the night after losing their taxi fare home? Whatever your role is, at least you know you can have the luxury of warmth for all, at your fingertips.

There are many pitfalls you can't predict or avoid with cars but you can choose comfort this winter. You can even give someone this warm gift for Christmas and make their driving experience a much more pleasurable one. It really is a simple choice: cold, aching and miserable or warm, comfortable and happy.

Let the friendly local team at Duncan Smith Automotive upgrade your car and retro fit heated seats – for your comfort. This great service is available for both cloth and leather seats

Call [company telephone number] to upgrade your seats
Vouchers are available to give as a gift – perfect for Christmas!

Duncan Smith Automotive Ltd have over 35 years of experience in the automotive industry and pride themselves on giving their customers high quality service and advice.

Duncan Smith Automotive Ltd, [company address]

Review

Brief: Review the hit dance show, Rip it Up, starring Strictly Come Dancing and celebrity stars Jay McGuinness, Louis Smith and Natalie Lowe being performed at the Ipswich Regent. Published on a local county lifestyle website.

Copy:

Rip it Up

Last night I danced the night away – well, sort of. It was more a permanent state of jiggling about in my seat for a couple of hours and my best friend was in the chair beside me doing the same. The reason being, that we were at a performance of Rip it Up at the Ipswich Regent.

Rip it Up is an evening of dance to the songs of the fifties and it was like a visual jukebox of fun. Strictly fever is once again at high pitch and so it was no surprise that the packed audience was eager for the evening's entertainment.

Starring in the show was Strictly Come Dancing's Natalie Lowe who, as well as leading the cast, was also the choreographer and alongside her, two previous Strictly winners: Louis Smith (Olympic gymnastics medallist) and Jay McGuinness (member of the boy band, The Wanted). These three were joined by a small, but excellent cast of dancers and a live band and lead singers on stage throughout.

The evening was compèred by Leo Green: musician, actor and broadcaster (amongst other things) who has played with the likes of Jerry Lee Lewis, Jools Holland and Eric Clapton, to name just a few of a huge array of stars. Green's role, as well as playing the saxophone, was to keep the audience entertained with light comedy and amusing tales whilst the dancers had a chance to change outfits and he did this effortlessly in a manner which showed his comfort and ease on stage. These snippets, along with video cuts of old adverts from the era kept things moving smoothly in an evening where there was no dialogue in the show – just dance. In the second half, Green conducted short interviews with the three main dancers, naturally focusing on their time in the hit television show, Strictly Come Dancing.

The music was split into sections such as romantic ballads, songs by renowned crooners, classic pop hits and, of course, rock 'n' roll as the evening travelled through the decade. The medley of dances for each spanned swing, bop, jitterbug, lindy hop, jive and ballroom. There were songs by Frank Sinatra, Buddy Holly and so many more of the greats.

My personal favourite dance of the evening was to Nat King Cole's 'Unforgettable,' and was performed by Jay and one of the supporting dance cast. It was a beautiful, delicate, touching piece; both dancers in bare feet and seeming to give the impression they were dancing together with no-one else around.

In his 'interview' with Green, Louis Smith mentioned that learning a whole show's worth of dances was one of the hardest projects he had undertaken. Whilst it could be said that it did show he was not as experienced as the professional dancers, he did prove himself to be very good at what he did do, which, naturally, included some outstanding gymnastic style moves.

The evening was great fun and considering that the last ten minutes had the whole audience on their feet, clapping and singing along, I think it is safe to say, everyone had a very good time.

Website Copy

Brief: 400 word article on what a groom should wear on his wedding day to be posted on the website of a wedding photographer to add relevant content and interest.

Copy:

Out with the old – in with the bold
A modern man's style on his wedding day

Guys, let's talk wedding. It's probably fair to say that your partner has likely been planning her attire for quite some time and that there have been secretive missions with various female members of her family and friends happening, to which you are pointedly not invited. But the chances are, you haven't really thought about your own outfit much yet.

There is a misconception that the wedding is, 'the bride's day' and there are sayings about, 'not upstaging the bride;' but frankly, this is rubbish. It is your day as a couple and no woman wants to have to stand beside a man who looks as if he has barely made an effort towards his appearance. When she looks back at the photographs of the day, she wants to see clearly that you two, together, are the stand out couple.

So, this is the time for you to make the most of clothing and accessories that on any other day you may not wear. It is a time for a little flamboyance and a lot of style. Gone are the days of boring traditional morning suits in dove grey and whatever tie matches closely enough the bridesmaid's dresses. Now, is a great time for male styling.

It is your wedding day – a time for celebration not formal, dull uniformity so have a go at injecting a little of your personality into your outfit. Think bowtie or cravat instead of a standard tie. Cufflinks, tie pins and pocket watches are a great way to make your outfit a little more interesting without being over-the-top. Don't be afraid to inject a bit of bold colour perhaps in a pair of braces or your shoes. The boutonniere does not have to be a standard single bloom, ask the florist to make you something with a little more interest.

You don't even have to go for a full-blown suit; a tweed waistcoat and shirtsleeves gives a very masculine, rustic look but keeping the essence of quality and gentry. A sharp blazer with pocket chief, coupled with an excellent pair of Italian shoes would give Bond a run for his money.

The main thing to remember is that you don't have to follow the outdated old rules of the past. If what you choose is an excellent fit, is clean and well pressed, is comfortable and looks as if it is you, not an off-the-peg last minute rush job, then you will never upstage the bride, but can stand next to her and know she is proud to be with the best-dressed man there.

Then all you need to do, is smile at the camera and you will have memories to look back on and love for ever: timeless and stylish.

Press Release – first person

Brief: Press release to be used on the client’s website and internal communications to inform about one of their latest purchases and the positive impact it would have on the company and the work they do.

Copy:

Summer Isle Films – why we have invested in new Blackmagic technologies.

Here at Summer Isle Films, we have made an exciting new investment in Blackmagic Cameras, to help support us as we continue to see great growth in our business.

Over the last two years, we have seen our place in the broadcast and advertising sector increase in a positive upward trend. To meet the ever-changing needs of our expanding portfolio of clients and work, we have made a significant investment in new equipment which will help to keep us at the forefront of our industry.

At Summer Isle Films we work hard to create innovative, informative and high-quality film across a variety of genres from feature films to television advertisements. As such, we have a wide range of clients including television channels, film studios, marketing and advertising agencies and local government. With such extensive requirements, there are always different needs and often challenging conditions to adapt to. This means that choosing the right equipment has been imperative to allow us to continue to make exceptional film.

The positive move to invest in cameras and associated equipment from Blackmagic Design is part of our ongoing commitment to use technologies that are not only of the highest possible quality, but that are also flexible and reliable.

With many years of experience in the industry and detailed knowledge of the requirements for creating truly outstanding film production, we found it was a straight-forward decision, when researching where to invest in new cameras, to choose Blackmagic Design.

As Tom Newman, founder of Summer Isle Films, explains:

“We demand a lot from our equipment and the value and quality offered by Blackmagic Design products, made them the clear choice for us. The high standards of the technologies we invest in directly affects our ability to react positively to our clients’ requests. With Blackmagic Design, we know we will be able to continue to live up to our reputation as a company that always delivers high-quality film, on time and on budget.”

To find out more about who we are and what we do at Summer Isle Films call [company telephone number] or get in touch via our contact page here [inserted hyperlink]

For further press information contact [PR contact name] on [contact telephone number], [contact e-mail].

Feature

Brief: Feature piece on one of Suffolk's legends to be published online to promote the county and its history.

Copy:

Black Shuck

Imagine, if you will, a sixteenth century village on the coast of East Anglia. It is August, but an enormous storm has taken hold and the sky is dark and rain hammers the ground with force. A congregation are cowering inside a small church, hiding from the ferocious weather, the sounds of which are deafening and frightful.

As the air is cracked by an enormous whip of lightening, the church doors are flung back on their hinges and through them, from out of the chaos and amongst a crash of thunder and flashes of light, a beast enters. This creature, huge and black with long fur matted and coarse with the rain, comes pounding down the aisle with red eyes glowing and a spine-chilling howl and snarl issuing forth from his mighty throat.

Into the congregation it runs and bodies press and trample one another in a bid to escape this unearthly creature. Screams and shouting are smothered by the louder crashes of thunder and cracks of lightning. The cacophony is embellished by a tumultuous crescendo when the old church roof splits asunder and falls inwards. The steeple has collapsed and brings down with it the timbers above people's heads.

The black and monstrous creature takes his leave and in his wake, two are found dead and lasting scorch marks glow embedded upon the door.

It is easy to see how legends can take hold in a community when events such as the above occur and the stories of black dogs throughout the country abound. But Suffolk is home to some of the most abundant and infamous tales, including those of Black Shuck.

Black Shuck is said to be a ghostly black dog who roams predominantly the Suffolk coast but also the forests, small lanes, fields, open waters and, of course, graveyards of the county. He is said to be a huge creature, standing seven-foot tall with shaggy black hair and glowing, fiery red eyes. It is said that, although you will hear his howl, you will not hear his foot-steps and perhaps to see him it is an omen of death for you or a close one.

The events above have often been attributed to Black Shuck and yet accounts of various black dogs and mysterious events connected with them lays open the possibility of it being another apparition entwined in the legend.

The Black Dog legends of Blythburgh and Bungay both occurred on 4th August 1577. By various accounts it is widely accepted that on that day there was a huge electrical storm. We all know how frightening these can be and so it is not hard to imagine what it must have felt like to those living in a time with less scientific knowledge and reasoning and a heavier reliance on religion and the supernatural. If you were cowering in the dark with an enormous storm raging overhead and then the roof falls in and because of all the chaos around you two people lose their lives; it is understandable that when your clergyman writes of a devil creature being the cause, you will believe him. This is what the Rev Abraham Flemming did in a pamphlet published in 1577, entitled 'Straunge and Terrible Wunder.' [sic]

Feature cont.

With our more modern approach to things, we can see it is much more likely that the church was hit by lightning, causing the steeple to crash through the roof and for two people to lose their lives in the devastation. What's more, at this time, the reformation was taking place and so the likelihood is that the Reverend Flemming used the situation and what was most probably already an urban legend of a large devil dog, to his advantage to frighten his congregation and steer them towards more godly attendance.

But you can't beat a good legend and to this day there are sightings still of black dogs around the county. Some inspire terror, others are seen almost as a companion, accompanying lone walkers for a distance before disappearing seemingly into nowhere and I am sure these stories will continue.

If you find yourself walking alone at night through an unlit village or driving home in the early hours with no-one else to be seen, or perhaps have risen before dawn to roam along the coast in pre-daylight contemplation, then perhaps, you too will see one of Suffolk's legendary Black Dogs.

Blog

Brief: To write a blog-style piece to publish on the company's website and send out as an e-newsletter to a mailing database to promote the winter vacancies still available.

Copy:

Holidays don't last for ever – but memories can There's still time to make your Christmas magical...

It's not often in life you get the chance to make your own Christmas card moment with perfect magical memories that will last for ever.

Now that December has begun and the first snow has fallen, the countdown to Christmas is in full swing and the excitement of yule-tide can be embraced.

Here at Woodfarm Barns we love Christmas and take great pride and pleasure in adorning our beautiful accommodation with traditional decorations and Christmas trees ready for our guests. We've stacked logs for the fires, made up the delicious breakfast hampers and have everything pleasingly in place to welcome those who will be staying in one of our lovingly restored barns or barges.

We feel lucky that we get to enjoy the peace and quiet of the picturesque countryside all year round, but there is something very special about the festive season and we love to know that those staying with us get to relax in our cosy holiday homes, warm in front of a roaring log fire, happy in their intimate, romantic escape.

Our barns and barges are set in the heart of picturesque Suffolk and become home for our guests while they stay with us. Many choose to snuggle up, contented with having the time and space to just relax and be away from what can be an overwhelming and chaotic time.

But for those who want to get out and about, there is so much to do and see. There are plenty of walks close-by, whether you prefer a rural meandering or a bracing coastal stroll. The historic towns and villages offer great pubs and restaurants and wonderful independent shops.

Many people have already made the decision to treat themselves this Christmas to the ideal festive retreat and long ago booked their stay with us in one of our luxury barns or barges; most of which are now fully booked. But if you are still looking for that perfect Christmas present there are a few nights left, and if you are quick, you can make someone's Christmas dreams come true.

These friendly but private luxury barns and barges are perfect for you and a loved one - and your canine friends too (because we know they are part of your family as well) - to have the happiest of Christmases.

Holidays don't last for ever, but memories can. Treat yourself and your loved one and grab this exceptional opportunity to make magical moments come true - before the last vacancies have gone.

Call [company telephone number] to book your stay and have yourself a very merry Christmas time.

[Company e-mail address]

Article

Brief: An article on an upcoming event at Hadleigh Library where a children's author was attending to meet the community and give a talk about their latest book. The article was published in various local community news publications.

Copy:

Library Life: Here be Dragons!

One of the most exciting things about libraries, is that they really can transport anyone, anywhere. Of course, I don't mean that we librarians have access to a secret time travelling device, but rather that, books and the stories within them, are not restrained to any time or place; fact or fiction. Upon our shelves, we have worlds and characters just waiting to be discovered and enjoyed and sometimes, we can offer you the chance to get some real insight into how these amazing narratives come into being.

On Saturday 17th November, 2018, we are excited to be hosting an author signing at Hadleigh Library from 10:30-12:30. East Anglian writer, Katharine Eccles Horn will be joining us to talk about her new book, 'Dragons on Ice,' a sequel to 'Dogs Can't Fly'. In her new tale, eleven-year-old Danny receives a new mischievous pet and together the two head off on an adventure which leads them to another world, one which is ruled by warring dragons.

We have recently finished the Summer Reading Challenge and it was a pleasure for us to hear so many enthusiastic young readers come in and talk to us about the books that they had chosen. Our visit from Katharine, is a wonderful opportunity to learn about how an inspired idea can become a fully-fledged book.

Whatever genre it is you enjoy, there is bound to be something at the library that will give you the pleasure of reading and everyone is always welcome to come and browse, ask for advice or simply settle in on the sofa and be transported to other worlds between the pages of a good book. Visit your library at any time to explore new and exciting adventures. Come along on Saturday 17th November and meet Katharine, who will bring dragons to Hadleigh Library.

Press Release – third person

Brief: Press release to promote a charity event being held at The John Peel Centre Stowmarket, in aid of Cancer Research UK and The Ipswich Hospital Blossom Appeal. Press release was sent to local newspapers and community magazines.

Copy:

The Kettle Girls ‘Loving Life’

The Kettle Girls are hosting an evening of entertainment in aid of The Ipswich Hospital Blossom Appeal and Cancer Research.

The Kettle Girls, a Suffolk based trio of singers, are hosting an evening of musical entertainment at the John Peel Centre Stowmarket where they will be joined by local act, Bex and Freda. All profits will be split between the Ipswich Hospital Blossom Appeal* and Cancer Research.

At a time when so many people receive a diagnosis of cancer, it is unusual to find someone who has not been affected, whether it be themselves or someone close to them. Management and care has come a long way over the years, but there is still so much to learn and it is vital that we are all given hope in future treatments, but for this, there needs to be continuous funding and research.

At the beginning of 2017, one member of The Kettle Girls was diagnosed with breast cancer and only weeks afterwards, another member of the group had a close relative also diagnosed with the disease. Both received treatment at The Ipswich Hospital and felt that the care they received, was exceptional. The group, made up of Heather, Ilona and Jenny, want to not only say thank you to the amazing staff at The Ipswich Hospital, but do something that will benefit other cancer patients.

On the 28th April 2018, they will be hosting an event at the John Peel Centre, titled ‘Loving Life.’ The a cappella group are known for their eclectic mix of styles including jazz, folk, comedy and original songs and will be performing a selection of such on the night. Along with local Act Bex and Freda, who will begin the evening with their wonderful original music, there will be a raffle**, the proceeds of which will also go to the named charities.

The Kettle Girls member, Jenny, says:

“All the staff I met whilst receiving cancer care at The Ipswich Hospital, were wonderful and I can’t thank them enough. Receiving a diagnosis of cancer at the age of 35, seemingly out of nowhere, was hugely frightening and although nothing will make the treatment and side effects from it easy, I always felt cared for and listened to and given a positive plan of action. I hope our ‘Loving Life’ event will not only show our appreciation for all cancer professionals, but will also give a positive message that you can still live and love life during and after a cancer diagnosis.”

‘Loving Life’ with The Kettle Girls and Bex and Freda is being held at the John Peel Centre, Stowmarket, IP14 1ET on 28th April 2018, 8pm (doors 7:30)
Tickets £8.00 from the JPC Box Office or £8.80 online: www.johnpeelcentre.com 01449 774678

*The Blossom Appeal is in aid of building a new breast care centre at The Ipswich Hospital where all patients can receive state-of-the-art care, under one roof.

**With thanks, prizes have been donated by: the Regal theatre, Paul Wright & Co, Harts Homebrew & Crafts, G Tydeman Jewellers, Molls and Dolls, Roots and Shoots Garden Centre.

Lifestyle

Brief: Monthly lifestyle 'mini blog' published in a local community publication.

Copy:

Layers

The turning of the seasons is something that occupies discussion between us Brits as much as tea and the forever divided pronunciation of the word 'scone.' I'm sure I remember Spring, Summer, Autumn and Winter having much clearer distinctions and occurring at the correct time of the calendar year. But these days it feels as if we can experience any of these at any point and often, it seems, on the same day! Even within our own county there appear to be microclimates particular to each town or village. On a day where we, here in mid Suffolk, may be enjoying a gloriously sunny day, relatives on the coast are shivering in downpours of icy hail. I think this lends us rather well to layers. Before duvets came along we were a nation of sheets and blankets allowing accurate control of temperature depending on how many layers we add or peel off. Today, we are now accustomed to doing the same with our clothing. Heading out on a walk it would not be unusual to set off in vest and shorts and arrive back in jumpers and raincoats or vice versa: cardigans on, cardigans off, cardigans on...surely this is exercise in itself!

Talking of heading out for a wander it is now the time of year for brambling. A wonderful pastime of combining a nice walk around our country side and foraging fruit along the way. Despite finding myself up to the eyes in jam, having an abundance of fruit from the garden, I still feel a lure to head out and snaffle a few extra blackberries from the hedgerows. And this, surely, as much as anything is a sign that the seasons are on the turn. There is a feel of Autumn in the air now (although my husband swears it is still summer and is steadfastly refusing to change from shorts to long trousers) and I welcome it as it is my favourite season. But I know others find it less pleasing for it heralds the approach of winter. Each season has its downsides but abundant pleasures also and it is those niceties, such as the beautiful colours, smells and tastes of fruit, veg and flora at this time, that are to be savoured.