**EVENT PRESS RELEASE TEMPLATE**

Writing your press release

* Please amend the template below, replacing your own details with the prompt text in.
* Remember to remove any highlighted formatting
* Write about yourself, in the third person and avoid opinion - except in direct quotes.
* Keep it to two sides of A4 at the most.
* Use Plain English, avoiding specific jargon. Use short, punchy sentences and paragraphs and use exciting descriptive language. Try to make it as interesting as possible to the reader.
* At the bottom of your template is a section called notes to editors. This is where you should add your contact details.
* If you have a photo, send a high-quality version along with this release. Only send one or two.

Sending your press release

* Familiarise yourself with your local newspapers and digital media so you can work out where your story fits best.
* Put the heading of your press release as the subject.
* Introduce yourself briefly in the email to explain what you are sending across
* It is best to copy the text below into the body of the email rather than sending a Word document, as journalists don’t often open attachments.
* Follow-up with a phone call, after sending your press release. Introduce yourself and nudge them to take a look at your piece.

For immediate release.

**[Insert town] resident set to [insert fundraising activity] to raise money for cancer charities**

**Time/date:** [Insert time when event is/has taken place]

Local resident, [insert name] from [insert location] is set to/has completed [insert type event name]on [insert date e.g. Monday 12 April]to raise [insert fundraising total aimed for] for Women V Cancer charities, Breast Cancer Now and Ovarian Cancer Action.

[This paragraph is all about you. *Include* s*ome background info you feel will make your story powerful].*

*-What is your connection to the charity? How has the charity helped you?*

*-Why are you/have you taken part in this particular activity?*

*-What you are looking forward to/anticipating/will be most difficult about the challenge or post challenge- how it all went, emotions/feelings and what you have overcome, your achievements and triumphs.*

*-Explain how much you hope to raise and how this will support others.*

[*Add any other information that might be relevant*]

All funds raised by Women V Cancer will bring us closer to a future where ovarian and breast cancer are detected early, diagnosed accurately, and treated effectively. Women V Cancer aim to raise funds so both charities can continue to educate thousands of women about the signs and symptoms of ovarian and breast cancer and provide vital, dedicated support to those affected.

To support [insert name] and donate please visit [insert weblink for fundraising page].

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**Notes to editors:**

This press release has been generated and sent by a fundraiser and not by Women V Cancer.

For more information please contact [insert name] on [insert your contact name, telephone number and e-mail address.]

**About Women V Cancer:**

* Women V Cancer is a special fundraising partnership between Dream Challenges, Breast Cancer Now and Ovarian Cancer Action who together support women impacted by cancer, providing crucial life-saving support. They educate thousands of people about the signs and symptoms of breast and ovarian cancers and carry-out cutting-edge research into treatments and cures.
* Created in 2010, Women V Cancer had two aims:

-To help put an end to women’s cancers and

-To get more women on their bikes

Since then, over twenty thousand amazing women have taken part in one or several of the Women V Cancer challenges and together the partnership has raised over £22 million in 14 years for women impacted by cancer.

* Through the Women V Cancer challenges, these charities bring thousands of women together every year raising vital funds to support women impacted by cancer.