

SAMPLE PRESS RELEASE

Please use this sample press release as a guide when making your own.

PRESS RELEASE

Enter date: day/month/year

Enter title: Keep it local, relevant and punchy

For example 'Local family to raise funds for the MPS Society'

Insert a few paragraphs to include crucial information you want local people to know about your event or fundraising efforts, for example, who, what, where, when, why and how.

(Who) The Smith Family **(what)** are holding a Charity Fayre **(where)** in Bridgestreet Village Hall **(when)** on Saturday 14 June at 2pm **(why)** to raise funds for the Society for Mucopolysaccharide Diseases.

(How) There will be many different stalls selling home made crafts and foods with plenty of entertainment, music and games for all the family to have an enjoyable afternoon.

Try to personalise it

Where possible give some background information on why you are involved or include quotes such as

'My husband and I organise this event every summer and each year it gets bigger and better. We hope everyone has a lovely time and that we raise a lot of money for the MPS Society', says Jane Smith.

(Why) The MPS Society is the only registered UK charity providing professional support to children and adults suffering from 24 Mucopolysaccharide and Related Diseases. These diseases are rare, genetic conditions causing progressive physical and in many cases mental disability. Currently there is no cure and these devastating diseases can result in death in childhood. Thanks to research supported by the MPS Society there are now treatments for some of the diseases which although not a cure, can help delay the progression of the disease.

For further information about MPS and related diseases, the work of the MPS Society and the support we provide please visit www.mpsociety.org.uk or call the MPS Society on 0845 389 9901.

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