

## TEMPLATE PRESS RELEASE FOR FUNDRAISING - PUBLIC

**Instructions:** Copy, adapt and paste this template in to the body of an email, filling in the information in [brackets], remembering to delete the brackets afterwards. Please include the “notes to editors” at the bottom and adapt the information to suit your fundraising activity. Send this to your local news desks.

This press release can be adapted to send out after your fundraising activity too, just change to the past tense and send with some pictures of your activity.

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### MEDIA RELEASE

[INSERT DATE]

#### [Name of event] in aid of Northern Ireland Hospice

[Insert full name] from [Insert area] is organising their own [name of activity] to raise funds in aid of Northern Ireland Hospice, and everyone is invited. The [name of activity] which is taking place at [Insert venue] on [Insert date] at [Insert time] will include [Insert info of your fundraising activity and additional information such as raffles and entry fee if applicable].

This year, Northern Ireland Hospice has cared for more than 4,000 babies, children and adults in both the patients own home or at their purpose built Hospice buildings. Government only partially funds the delivery of care at Hospice, so they rely mostly on the goodwill and generosity of local people to deliver their much-needed support. So, all the money raised from the [name of activity] will help Northern Ireland Hospice to continue to provide specialist care to local people, living with life-limiting or life-threatening illnesses; and their families.

[Insert name] said: “We’d like to invite everyone to our [name of activity] to help raise vital funds in aid of Northern Ireland Hospice. It’s going to be a fantastic event with [insert special details about your activity]. The more money we raise, the more people Northern Ireland Hospice can support.”

- ENDS -

For further information about [INSERT NAME]'s [name of activity], please call [INSERT NUMBER]

Notes to Editor:

#### Northern Ireland Hospice

- Northern Ireland Hospice is a local charity who specialize in providing specialist palliative care to patients living with a life-threatening or life-limiting condition, and their family.
- Their service includes supported short stays, symptom management and end of life, palliative care to over 4,000 babies, children and adults each year across Northern Ireland and support for families.
- Government funds approximately 30% of Hospice costs so they rely mostly, on the goodwill and generosity of local people to deliver their much-needed support.
- 90% of the care services at Hospice are delivered in local communities across Northern Ireland in a patient's own home.

For more information visit <https://www.nihospice.org/>