**TEMPLATE PRESS RELEASE FOR CAMPAIGNERS TO SEND TO LOCAL NEWSPAPERS**

How to use our template press release:

1. Fill in all of the blanks in the press release – **<text that looks like this>**.
2. Don’t forget to include your full name.
3. Include a clear location of where you live – including the exact area if you live in a town or the city you live in (eg Small Heath, Birmingham).
4. Add your contact details (including a phone number) in the ‘notes to editors’ – journalists will often want to check the details with you.
5. Local journalists like to know about you – if you can, mention your job, anything you do in your local community, and your family, including if you have any children.
6. Look for the newspaper’s contact details online. Ringing the newsdesk is better than email.
7. Copy the press release into the body of the email itself before you send – avoid sending as an attachment.
8. Include a picture of yourself, you and family or of a campaigning activity you’ve taken part in. The picture needs to be good quality – preferably around 1MB in size.

Target Ovarian Cancer

For immediate release

**<INSERT AREA> CAMPAIGNER RAISING AWARNESS OF OVARIAN CANCER**

A **<insert area>** local is campaigning to raise awareness of the symptoms of ovarian cancer.

**<insert your full name>**, **<age>**, is joining Target Ovarian Cancer to spread the word about the symptoms of ovarian cancer and encourage women to contact their GP if they are worried.

Early diagnosis saves lives, but Target Ovarian Cancer that less than 2 in 10 women (17 per cent) would book an emergency GP appointment within a week if they were experiencing persistent bloating. This is a key ovarian cancer symptom.

**<insert a little more information about yourself – do you have a link to ovarian cancer? Have you been doing any other campaigning in your area, like hosting a virtual event or asking your local pharmacy/shops to display symptoms posters? eg <insert name> was diagnosed with ovarian cancer in 2015, and has hosted a virtual event for people in the area to learn more about ovarian cancer. She wants to help more women learn the symptoms and know they can still contact their GP – early diagnosis saves lives.>**

The symptoms of ovarian cancer are:

• Persistent bloating

• Feeling full quickly and/or loss of appetite

• Pelvic or abdominal pain

• Urinary symptoms

Other symptoms can include unexpected weight loss, a change in bowel habits and extreme fatigue.

Anyone experiencing these symptoms, and they are not normal for them, should contact their GP.

**<insert your name>** said: **<insert quote about the importance of raising awareness during the pandemic. Mention any campaigning events or activities you are organising or taking part in. Eg “I’m passionate about raising awareness of this disease since my aunt was diagnosed two years ago. She has been really strong and an amazing source of inspiration to us. I hope that the campaigning I’m doing will help even more women learn about the symptoms of ovarian cancer feel confident about contacting their GP.”>**

Target Ovarian Cancer works to improve early diagnosis, fund life-saving research and provide much-needed support to women with ovarian cancer. Join our campaigning efforts and help us bring about change to the lives of everyone affected by ovarian cancer. You could write to your elected representative calling on them to act on ovarian cancer or host your own virtual awareness raising event to with family and friends.

Sign up as a campaigner now: <https://targetovariancancer.org.uk/get-involved/campaign/become-campaigner>

**- Ends -**

**Notes to editors**:

For further information and interview requests please contact **<insert your contact details>**, or the press office at Target Ovarian Cancer on 020 7923 5476 or [press.office@targetovariancancer.org.uk](mailto:press.office@targetovariancancer.org.uk)

**Target Ovarian Cancer is the UK’s leading ovarian cancer charity. We work to improve early diagnosis, fund life-saving research and provide much-needed support to women with ovarian cancer.**

[www.targetovariancancer.org.uk](http://www.targetovariancancer.org.uk)

Twitter: [@TargetOvarian](http://www.twitter.com/targetovarian) / Facebook: [TargetOvarianCancer](http://www.facebook.com/TargetOvarianCancer) / YouTube: [TargetOvarianCancer](http://www.youtube.com/targetovariancancer)

**Symptoms of ovarian cancer**

What are the symptoms?

• Persistent bloating – not bloating that comes and goes

• Feeling full quickly and/or loss of appetite

• Pelvic or abdominal pain (that's your tummy and below)

• Urinary symptoms (needing to wee more urgently or more often than usual)

Occasionally there can be other symptoms:

• Changes in bowel habit (eg diarrhoea or constipation)

• Extreme fatigue (feeling very tired)

• Unexplained weight loss

Any bleeding after the menopause should always be investigated by a GP.

Symptoms will be:

• Frequent – they usually happen more than 12 times a month

• Persistent – they don’t go away

• New – they are not normal for you

Target Ovarian Cancer is asking all editors not to use the term ‘silent killer’, as it merely reinforces perceptions that the symptoms of ovarian cancer can’t be spotted until later stages. We want to increase early diagnosis, in order to save lives, and therefore need to change these perceptions.

Target Ovarian Cancer is a company limited by guarantee, registered in England and Wales (No. 6619981). Registered office: 30 Angel Gate, London, EC1V 2PT. Registered charity numbers 1125038 (England and Wales) and SCO42920 (Scotland).