**TEMPLATE PRESS RELEASE FOR FUNDRAISERS – BEFORE EVENT**

**How to use our template press release:**

1. Fill in all the blanks in the press release – <text that looks like this> - we have added comment boxes where you need to do this. Delete before sending!
2. Include your full name, age and occupation if you are happy for this to be in the public domain – if not leave it out.
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 (e.g. Small Heath, Birmingham).
4. Be prepared to interview. Add your contact details (including a phone number) in the ‘notes to editors’ – journalists will often want to check the details with you. If in doubt, speak to our media team who are here to help.
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. Show who you are. Attach 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.
9. Contact [press.office@targetovariancancer.org.uk](mailto:press.office@targetovariancancer.org.uk) for any questions – or if you want the team to look over your press release before you send it on to journalists.

[Insert date here]

For immediate release

**“IT’S A PIECE OF CAKE.”  
[INSERT AREA] LOCAL TO HOSTS ELEVENSES IN AID OF THE 11 WOMEN THAT DIE EVERY DAY FROM OVARIAN CANCER**

A [inset where you’re from] resident is dusting off their apron to join in Target Ovarian Cancer’s latest fundraising event to raise much needed dough.

In the UK, 11 women die every day from ovarian cancer and for Ovarian Cancer Awareness Month (March), the charity has launched Elevenses to encourage everyone to take advantage of the sweetest hour of the day (11am) by baking up a storm and raising money to fund research and support.

[insert your name] is hosting an Elevenses on [add details of your event date, place, time].

[Write a couple of sentences about yourself and why you’re doing this.]

If diagnosed at the earliest stage, 9 in 10 women will survive but currently two thirds of women are diagnosed late, when the cancer is harder to treat. Money raised for Target Ovarian Cancer will help the charity continue targeting what’s important – symptoms awareness, life-saving early diagnosis, better treatments and support for everyone affected by ovarian cancer.

The main symptoms of ovarian cancer are persistent bloating, feeling full quickly and/or loss of appetite, pelvic or abdominal pain and needing to wee more urgently or more often than usual.

**[Insert your name] said:** [insert a personal quote emphasising the importance of raising awareness, knowing about symptoms, and money.]

“Elevenses is a fun way for me to get my friends and family together, and the wider community, to share a very important message about ovarian cancer and its impact. There’s not enough awareness of this devastating disease. That needs to change.”

**Lucia Heard, Community Fundraising Manager at Target Ovarian Cancer, said:** “11 women dying every day from ovarian cancer is 11 too many. Hosting an Elevenses during Ovarian Cancer Awareness Month and raising £50 could help us to save more lives. With that we could train six GPs to help them to spot the signs and diagnose this cancer at the earliest possible opportunity.”

For more information about Elevenses, and to order your FREE fundraising pack visit [www.targetovariancancer.org.uk](http://www.targetovariancancer.org.uk/)

**-Ends-**

**Notes to editors**:

The image attached is [insert details].

For further information and interview requests please contact [insert your details so the journalist can contact you for more information or an interview]

At Target Ovarian Cancer, we target what’s important to stop ovarian cancer devastating lives - symptoms awareness, early diagnosis, better treatments, and support for all. [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).