

**Cardiomyopathy UK Press Release Pack – Challenge Events**

Thank you for choosing to fundraise for Cardiomyopathy UK.

Looking for something to help make your fundraising a success? A press release is a great way to raise awareness of Cardiomyopathy UK and your fundraising event. Use this guide to create an impactful press release.

If you’d like help writing your press release, or would like us to check it for you before you send it to your local news outlet, contact [media@cardiomyopathy.org](mailto:media@cardiomyopathy.org).

**What:**

A press release is a piece of written communication which can be shared in the media to help share your story, promote your fundraising event and raise awareness for Cardiomyopathy UK.

**When:**

To make the most impact, we recommend sending your press release 6-8 weeks before your event. Often, journalists will schedule their articles weeks in advance, so getting in there early will ensure that your story is shared with enough time before the event.

**Where:**

Digital, print and even television and radio – there are plenty of avenues that may be interested in sharing your compelling story!

**Who:**

Start with local newspapers and magazines, and then go onto national if you have time. LinkedIn is a good way to find contacts to share the story with too.

* **Why:**A press release is a great way to share your inspiring story and to raise awareness of cardiomyopathy and Cardiomyopathy UK.
* The more people that know about your event, the more funds you’ll be able to raise.
* A press release will help you reach people wider than your network, creating a real buzz in the community.

**What’s next:**

Local journalists will prefer to hear from you, not us. Here are some tips for getting in touch with them:

1. Fill out the template release below and email this over to your local or national newspaper, local magazine, or anyone else around one month before the event.
2. You can find contact numbers and email addresses on the local media outlets website and sometimes on LinkedIn.
3. If you don’t hear back from them after a few days or you want to speed the process up, you can ring the media outlet and ask for/use the extension *news.*
4. They might ask you to re-email the press release – at this point you can ask for a specific email address and who to make the email out to.
5. They may want to know more details about you and your event, including asking you questions about your event, your fundraising and your cardiomyopathy story. If you are fundraising in memory of someone they may ask about the person. You do not have to answer questions that you are not comfortable with.
6. Let the journalist know when the event is and feel free to ask when they will be posting your story. If they do not have a slot for your story before your event, you could ask if they can post the story after the event with photos of the event included.
7. Send the journalist high quality images, the more the better.

**Please fill out the following press release template, replacing the red text with your own wording. You can then send this to the media outlet.**

**This (month event is taking place), (name/family/man/woman) from (location)** is **(running the London Marathon/skydiving/climbing Snowdon) in support of Cardiomyopathy UK**

**\*Insert photo/s\***

(Name) is aiming to raise over (insert target) by taking on (fun/eye-catching introduction into your challenge. For example, running the streets of London dressed as a...) on (date) in support of Cardiomyopathy UK, the specialist national charity for people affected by cardiomyopathy, a condition that affects the heart muscle.

(Name) says: “I have chosen to (run/swim/trek/cycle) as part of #teamcardio:

* In memory of (loved one’s name and relationship to you)
* Because (I/my mum/dad/friend/etc) has cardiomyopathy
* To raise awareness of cardiomyopathy and Cardiomyopathy UK

Insert small section about your story and why Cardiomyopathy UK is important to you.

I am excited to challenge myself whilst raising money for Cardiomyopathy UK.”

Cardiomyopathy UK’s Fundraising Manager (Challenge Events), Becky, says “We are so grateful that (name) has decided to support Cardiomyopathy UK through their (event name). Thanks to incredible fundraisers like (name), we can save and improve the lives of individuals and families affected by cardiomyopathy. The donations that we receive ensure that we can provide support to those who need it the most, we can raise awareness of the symptoms and genetic risks of cardiomyopathy, we can campaign and educate healthcare professionals and we can work alongside researchers to find new treatments and a cure”.

If you would like to sponsor (name’s event) please visit (fundraising page link).

For more information about Cardiomyopathy UK, or to find out how you can take part in your own challenge event for Cardiomyopathy UK please visit <https://www.cardiomyopathy.org/>.

**Notes for the editors:**

* Cardiomyopathy is a disease of the heart muscle: 'cardio’ means heart, ‘myo’ means muscle and ‘pathy’ means disease
* Cardiomyopathy isn’t a single condition, but a group of conditions that affect the structure of the heart and reduce its ability to pump blood around the body
* Around 1 in 250 people in the UK are affected. That’s approximately 266,000 people in the UK currently living with the condition.
* Cardiomyopathy is the main cause of sudden cardiac death in under 35-year-olds.
* Cardiomyopathy UK’s vision is a world where everyone affected by cardiomyopathy should live a long and fullfilling life.
* Cardiomyopathy UK is a registered charity in England and Wales no 1164263
* Cardiomyopathy UK saves and improves the lives of people affected by cardiomyopathy by:
  + Providing information and support at every step, so that nobody has to face cardiomyopathy alone
  + Raising awareness of the signs and symptoms so that fewer people are at risk of sudden cardiac death
  + Campaigning and educating healthcare professionals to improve diagnosis and treatment
  + Working alongside researchers to advance the development of new treatments and one day, a cure

**For more information or to speak to someone from the charity, please contact** [**media@cardiomyopathy.org**](mailto:fundraising@cardiomyopathy.org)**, or call us on 01494 791224.**