

PLEASE READ AND THEN DELETE THIS BOX

This is a template press release to help you generate publicity for your event. You need to add your specific details and, where appropriate, change the press release to suit your particular circumstances. Once you've made the changes, please print it and read it through to check that it makes sense.

How to use this press release template

Step 1. Save this template onto your computer

Step 2. (Red brackets): Put your specific information in the area indicated by the red brackets. Then delete the instructions and brackets and change the colour of the text to black.

Step 3. Print and read your press release to check it makes sense. Then send it, by email, to your local paper. It's a good idea to copy it into the main body of the email, rather than sending it as an attachment.

Press Release

(Insert date)

(Insert appropriate header here – Table Quiz to raise money for the Irish Cancer Society)

(Include second descriptive header if needed)

(Insert date) (First paragraph - Insert the most important details on your event, so that if someone only read the first paragraph they would know what is happening and what they should do to help. For example – Table quiz on Monday 22nd July at 10am in the town hall to raise money for the Irish Cancer Society. The committee appeal to people across Carlow to attend the event and help fund local services.)

(Second paragraph – Include any further detail here.)

(Third paragraph - You can include the reason why you are supporting the Society. For example - Cancer will affect one in three people in Ireland during their lifetime. The most recent data from the National Cancer Registry shows that in (Most recent data is available from the National Cancer Registry website, www.ncri.ie or the Irish Cancer Society) for example - 2008 24,869 people in Ireland were diagnosed with cancer, **259 of these people were from Co. Carlow.**

(Repeat specific call to action) For example - Those wishing to support the event can contact (insert contact details) for example - Joan Goodwin on 087 356 30 31 or the Irish Cancer Society on CallSave 1850 60 60 60.

ENDS

For further information, please contact (insert your contact details. Include a mobile number if you have one).

Notes to Editors

(You do not have to use these – you can just add them if you feel they are relevant and want to give some background information or further detail not immediately relevant to the event.)

About the Irish Cancer Society

The Irish Cancer Society is Ireland's national cancer charity. Established in 1963, the Irish Cancer Society provides information, support and care to those with, and affected by, cancer all over Ireland. Our services are professional, confidential and free of charge. We are almost entirely funded through the generosity of the public and receive less than 5% government funding.