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You could send this press release to your local radio station or newspaper by contacting their news desk – this information is usually available online. If you would like further support with this, please contact aphillips@wavetrust.org

CHALLENGE EVENT:

Local [man/woman/teen/group] is [name of challenge] to help tackle child abuse

[Place image of venue/event here]
(Ideally with the 70/30 logo visible)

A local [man/women/teen/group] from [insert location] is [name of challenge] to help tackle child abuse and neglect across the UK.

[Insert name] is aiming to complete the [name of challenge] in [insert time] and hopes to raise [£X or as much money as possible] for the 70/30 Campaign.

The 70/30 Campaign is a ground-breaking movement dedicated to reducing levels of child abuse and neglect in the UK by 70% by the year 2030.

“Despite the challenge, completing the [insert name of event] will be such an achievement for me”, said [Insert name].

“Knowing that the money I’ll raise will be going to such a great cause makes it all worthwhile.”

Sara Martínez, 70/30 Campaign Co-ordinator, said: “We are thrilled to hear that [insert name] has chosen to fundraise for our cause. It’s so important to us that communities across the UK engage with this campaign. We want to empower people to create the democratic demand required to see a reduction in levels of child abuse and neglect. We can’t wait to hear how it all goes!”



[Insert name] will be completing the challenge on [insert date].

The 70/30 Campaign aims to prevent the maltreatment of children by tackling its root causes.

Through lobbying politicians and local authorities, it aims to secure services that will offer early, effective support to parents and, as a result, prevent harm before it happens.

The campaign is driven by a dedicated volunteer Ambassador Network across the country. It was launched by UK-based charity WAVE Trust in 2016.

To sponsor [insert name], visit [his/her] [JustGiving/Virgin Money page] online: [insert website URL]

- Ends -

PHOTO NOTES:

Photo 1 (L-R): [Insert name(s) of person in the above image] training for [name of the event]

NOTES TO EDITORS:

- The 70/30 campaign was set up in 2016. It was started by renowned primary prevention charity WAVE Trust, who also co-ordinate the campaign.
- WAVE Trust was set up in 1996. It brings together the best research findings worldwide to create practical, effective plans to break the intergenerational cycles of child maltreatment. It is led by its founder and former businessman, George Hosking OBE.

For more press information or opportunities please contact:

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