



This is an example of a press release. You can use this template to write your own. Simply add in the details of your event, and change the parts in red by entering your own details.

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

CORPORATE FUNDRAISER:

Local company raise **£X** to help tackle child abuse

(Or)

Local company do **(x challenge)** to help tackle child abuse

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

Staff from **[insert company name]** took part in a **[include event summary]** to help tackle child abuse and neglect across the UK.

[Insert details of what the event involved].

All the money raised from the **[event]** is going towards the 70/30 Campaign, a ground-breaking movement dedicated to reducing levels of child abuse and neglect in the UK by 70% by the year 2030.

“[Quote]”, said **[Insert name and job title].**

Sara Martínez, 70/30 Campaign Coordinator, said: “We are so grateful for **[insert corporate name]** support and would like to thank all the staff and everyone involved.

“Fundraising through events like these helps us continue to fight for a future where far less children experience unnecessary trauma and the lifelong damage it can cause.”



The 70/30 Campaign aims to prevent the maltreatment of children by tackling its root causes such as substance abuse, mental health issues and domestic violence.

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 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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