



# PRESS RELEASE TEMPLATE

**[DATE]**

**[Insert town]** residents help raise funds for sight-saving research

**OR**

**[Team name]** help raise funds for sight-saving research

A **[insert job title(s)]** from **[insert town]** is raising vital funds for Moorfields Eye Charity to help improve the lives of those suffering from blinding diseases. **[insert name]** is **holding/taking part in a [insert name/type of event]** on **[date]** at **[time]**.

**He/she** decided to **hold/take part in** the event because **[insert details/your personal reasons for wanting to raise money for charity]**.

**[Name]**, says: **“[insert quote about why you are happy to be doing the event. E.g. I am delighted to be raising funds for Moorfields Eye Charity because they support sight-saving research into blinding diseases.]”**.

**[Insert further details about the event. E.g. specific disease you are fundraising for, costumes you will be wearing on the day, any extra things you will be doing to boost your fundraising.]**

Moorfields Eye Charity supports the incredible and pioneering work of Moorfields Eye Hospital and its research partner, the UCL Institute of Ophthalmology, making a difference for patients at the hospital and for people with sight problems around the world.

The charity raises money to help the hospital provide the best possible care for its patients, educate the researchers and clinicians of tomorrow and support leading-edge research that aims to develop new treatments for blinding diseases.

Rebecca Kingdom-Kruszewski, Events Manager at Moorfields Eye Charity, said: “We are so grateful to **[insert fundraiser name]**, and all our fundraisers who help Moorfields Eye Charity continue to support the pioneering work of Moorfields Eye Hospital. With the generosity of people like **[insert fundraiser name]**, we are able to fund new, exceptional technologies, innovations and research breakthroughs.”

You can sponsor **[insert fundraiser name]** by visiting their online giving page via this link **[insert link here]**.

**ENDS**

#### **Notes to editors**

Please contact **[insert fundraiser name]** at **[insert email address]** or on **[insert telephone number]** if you have any questions or require further information.

To find out more information about Moorfields Eye Charity, please contact Lianne Williams, Events and Community Fundraising Assistant at [lianne.williams@moorfields.nhs.uk](mailto:lianne.williams@moorfields.nhs.uk) or on 020 7566 2486.