**Press Release Template**

**(to publicise fundraising activity planned)**

**This press release has been issued by the local volunteer Fundraising Group for Marie Curie Cancer Care.**

**MEDIA RELEASE**

**[Insert date]**

**Insert headline: [eg Local summer fair will raise funds for Marie Curie Cancer Care]**

[Name of area] residents are invited to come along to [name of fundraising activity eg a summer fete], being held on behalf of Marie Curie Cancer Care.

The [activity/event type e.g. fete] is taking place from [times] on [date] at [venue name – with street name if necessary] and has been organised by the local Fundraising Group. The valuable funds raised on the day will help local Marie Curie Nurses provide free care to people with terminal illnesses in their own homes [insert Marie Curie Hospice key fundraising message here instead if appropriate for your area – see Fundraising Group handbook for guidance].

[Insert other relevant details about the activity – e.g. There will be a wide range of stalls and activities on offer for all ages. A raffle will be held at the end of the day, with the star prize of a picnic hamper donated by Anytown Deli. Admission to the fete is free.]

[Insert name], from the [insert area name] Fundraising Group, said: “[Insert your quote here – for example: The summer fete promises to be a fun day out for families across [area name]. We’re keeping our fingers crossed the sun is shining, but there will be a host of activities on offer rain or shine. Everyone is welcome and all the money raised will help Marie Curie Nurses provide more hours of free nursing care for people with terminal illnesses in [area name].”

**ENDS**

**For more information about the [fundraising activity name], please contact [insert name of Fundraising Group contact] on [insert contact number and/or email address ]**

**For more information about Marie Curie Cancer Care and any other enquiries relating to the charity, please contact [insert name], Marie Curie Community Fundraiser, on [insert email address and phone number]**

**Notes to editors**

**[Insert current notes to editors if updates have been circulated]**

**Marie Curie Cancer Care** is one of the UK’s largest charities. Employing more than 2,700 nurses, doctors and other healthcare professionals, it provided care to more than 35,000 terminally ill patients in the community and in its nine hospices last year and is the largest provider of hospice beds outside the NHS.

**Funding**

Around 70 per cent of the charity’s income comes from the generous support of thousands of individuals, membership organisations and businesses, with the balance of our funds coming from the NHS.

**Marie Curie Nurses**

The charity is best known for its network of Marie Curie Nurses working in the community to provide end of life care, totally free for patients in their own homes.

**Research**

The charity provides core funding for three palliative care research facilities; the Marie Curie Palliative Care Research Unit at University College London, the Marie Curie Palliative Care Institute Liverpool and the Marie Curie Palliative Care Centre at the Wales Cancer Trials Unit (Cardiff University). The charity also supports palliative and end of life care research through its project grant funding streams, the Marie Curie Cancer Care Research Programme (administered by Cancer Research UK) and the Dimbleby Marie Curie Cancer Care Research Fund. Both research programmes aims to tackle the funding and knowledge gap in palliative and end of life care research, which in turn will benefit patients, families and carers. The charity also funds seven fundamental scientific research groups which investigate the causes and treatments of cancer. This research was previously carried out at the Marie Curie Research Institute in Oxted, Surrey. The programmes are now located in universities around the country, and will receive funding from the charity until March 2013.

**The right to die in place of choice**

Research shows around 63 per cent of people would like to die at home if they had a terminal illness, with a sizeable minority opting for hospice care. However, more than 50 per cent of cancer deaths still occur in hospital, the place people say they would least like to be. Since 2004 Marie Curie Cancer Care has been campaigning for more patients to be able to make the choice to be cared for and die in their place of choice.