

Race for Life Schools Event Publicity Press Release Template – 2019/20

This is a template press release to help you generate publicity for your school's Race for Life event. Delete this box and instructions before sending to your local media.

Step 1: Save this template onto your computer.

Step 2: **Text in red:** Substitute the example information in red for specific facts about your school's event. Once all the information is complete, format the text so it's all in black.

Step 3: Check over your release and once it's ready to send, email your local paper. You can find their contact details printed in the paper or online. It's a good idea to copy the press release into the main body of the email, rather than sending it as an attachment. When you email the press release, you might want to invite the paper to take a picture at your event or send a photo afterwards.

For immediate release

Insert date

NEWCASTLE SCHOOL JOINS THE FIGHT AGAINST CANCER

A **NEWCASTLE** school is adding Cancer Research UK's Race for Life Schools to their timetable for the summer term.

St Marks Primary School is hosting a special event on the **school's playing fields** on **Friday 3 July**, as part of the Race for Life Schools programme.

Around 100 pupils, aged from seven to 11-years-old, will unite with **parents, teachers and governors**, for the **(insert distance e.g. 5k)** event and raise money for life-saving research.

To help the pupils prepare, teachers have been using a resource kit created by Cancer Research UK, which includes everything schools need to hold their own Race for Life Schools event, such as fundraising tips and special medals for every student taking part.

Patricia Dean, Head Teacher at St Marks Primary School, said: "Race for Life Schools is a great addition to our school timetable. We are really looking forward to taking part and have been training during lunchtimes and PE lessons. The whole school is supporting the event, so it will be a real team effort and a great day out for parents, pupils and staff.

"Sadly, most of us know someone whose life has been touched by cancer. By putting on our Race for Life Schools event, we can help make a difference and raise money for Cancer Research UK's crucial work."

Cancer Research UK's Race for Life, in partnership with Tesco, is an inspiring series of events which raises millions of pounds every year to help beat cancer by funding crucial research.

Schools across the UK are being invited to hold their own Race for Life Schools

event in support of the charity. The event can be on any day, at any place and any distance that suits the age and abilities of all pupils.

Sarah Pickersgill, Head of Events Marketing for Cancer Research UK, said:
“Organising a Race for Life Schools event is a fantastic way for schools to have fun, whilst raising money for a good cause.

“One in two people in the UK will be diagnosed with cancer at some stage in their lives. But the good news is, thanks to research, more people are surviving the disease now than ever before.

“The money raised by **St Marks Primary** will help our scientists find new ways to prevent, diagnose and treat cancer, helping to save more lives. So, we thank all the pupils, parents and teachers for their vital support.”

For more information visit raceforlife.org/schools.

Ends

For media enquiries please contact (insert name, email address and mobile number).

Notes to Editors

About Race for Life Schools

- Race for Life Schools enables schools to host their own event on any date, over any distance, to raise money for Cancer Research UK's life-saving work.
- Race for Life Schools is free to enter and schools receive a free kit with everything they need to run the event, including medals and sponsorship forms for everyone taking part, finish line tape, posters to promote the event and fundraising tools.
- For more information visit raceforlife.org/schools

About Cancer Research UK

- Cancer Research UK is the world's leading cancer charity dedicated to saving lives through research.
- Cancer Research UK's pioneering work into the prevention, diagnosis and treatment of cancer has helped save millions of lives.
- Cancer Research UK receives no funding from the UK government for its life-saving research. Every step it makes towards beating cancer relies on vital donations from the public.
- Cancer Research UK has been at the heart of the progress that has already seen survival in the UK double in the last 40 years.
- Today, 2 in 4 people survive their cancer for at least 10 years. Cancer Research UK's ambition is to accelerate progress so that by 2034, 3 in 4 people will survive their cancer for at least 10 years.
- Cancer Research UK supports research into all aspects of cancer through the work of over 4,000 scientists, doctors and nurses.
- Together with its partners and supporters, Cancer Research UK's vision is to bring forward the day when all cancers are cured.

For further information about Cancer Research UK's work or to find out how to support the charity, please call 0300 123 1022 or visit www.cancerresearchuk.org. Follow us on [Twitter](#) and [Facebook](#).