**Race for Life Schools Event Publicity Press Release Template – 2020/21**

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. Then change the colour of the text back to black.

**Step 3.** Print and read your press release to check it makes sense. Then email it to your local paper. You can find their contact details printed in the paper or on their website. 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 them a photo afterwards.

**For immediate release**

**Insert date**

**GATESHEAD SCHOOL JOINS THE FIGHT**

**AGAINST CANCER**

A GATESHEAD school is adding Race for Life Schools to the timetable for the summer term.

Cherryfields Junior School is hosting a special event on the school’s playing fields on Friday 15 June as part of the Race for Life Schools programme.

Around 50 pupils, aged from seven to 11-years-old, will take part in the (insert distance e.g. 5k) event to raise money for life-saving research. The event will be staged in line with official guidance for schools during the COVID-19 outbreak.

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

Hilary Dunn, head teacher at Cherryfields Junior School, said: “Race for Life is a great addition to the school timetable. We’re 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, all whilst raising money for an important cause.

“Sadly, most of us know someone who has been touched by cancer and we all have our special reasons for taking part and wanting to help more people survive.”

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 fund vital research.

Schools across the UK are being invited to hold their own Race for Life events in aid 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.”

The pandemic has caused a devastating loss of funding for cancer research. Following the cancellation of fundraising events like Race for Life, Cancer Research UK is expecting a staggering £160 million drop in income in the year ahead. As a result, the charity has made the difficult decision to cut £44 million in research funding.

**For more information visit raceforlife.org/schools or call 0300 123 0770.**

**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 Race for Life 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**](https://raceforlife.cancerresearchuk.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.
* 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.