**EMBARGOED FOR FRIDAY 23 JANUARY at 00:01**

**Press enquiries: Rob Stebbings – r.stebbings@adfam.org.uk**

**Main Headline:** [e.g. Local community to host dance marathon fundraising event]

Either [for immediate release] or state when you would like the press release to go out [for release on date].

**Event information:**

•**Date:** [date and time]

•**Location:** [add in address details here]

•**Event/Activity Title:** [title of event]

**Section 1:**

Section one should be a summary of the event or activity. Here are some examples:

* [Full Name] is taking on the challenge of [event] to raise funds for Adfam, to help support families and friends who are affected by someone else’s drinking, drug taking or gambling.
* [Name] is already preparing/training hard for the [event] which will involve [what is happening, where and when].
* [Name] is hoping to raise [your fundraising target] for Adfam, to help them continue to provide support and to raise awareness for the 5 million adults in the UK who are affected by someone else’s drinking, drug taking or gambling.

[Please send a photo of the event or the people involved in the event along with this press release]

**Section two:**

Why is this important? Write about your event and what motivated you to raise money for Adfam.

Here is an example:

* Adfam is the only national charity tackling the effects of alcohol, drug use or gambling on family members and friends. They help to improve life for thousands of people.
* 1 in 10 adults in the UK are currently negatively affected by a loved one’s drinking, drug use or gambling. That's 5 million people in the UK.

[If you have a personal reason for fundraising for Adfam and are happy to share your story - summarise here]

* e.g., This is a cause close to my heart. My mother suffered with alcohol addiction for most of her life. It had a profound effect on me and my family. At the start, we weren’t aware of Adfam and the support they provide. By hosting the community dance marathon, I want to help raise awareness. I also want to challenge the stigma surrounding addiction. Hopefully other families who are dealing with a similar situation can get the support they need.

Include a quote from you/the organiser/people involved:

* e.g. [Name], *the organiser of this weekend’s dance marathon, said: quote “We are excited to host a dance marathon for such a good cause. Hopefully it will raise awareness and challenge stigma. Anyone can get involved, the last dancers standing win. We have had loads of people donating and signing up already, and we can’t wait to start, it’s a real community focused event.”*

You could also add a quote from Adfam: We can provide this, just get in touch with our fundraising team via admin@adfam.org.uk

End the Press release with information on how people can get involved or donate:

You can sponsor [name] by visiting [JustGiving page link].

**ENDS.**

**Notes for Editors.**

**Details of event/activity:**

The [insert activity] will take place at [insert location] on [insert time and date]. The organiser is [name and occupation].

**If there is an entrance fee this should be mentioned.**

For more information contact [insert name] by calling [insert mobile phone number] or email [insert email address].

**About Adfam**:
Adfam is the national charity campaigning on behalf of families affected by drugs or alcohol through research, advocacy, networking, training, and direct support

[www.adfam.org.uk](http://www.adfam.org.uk); follow us on Twitter @AdfamUK.

**Media contacts**

For further information, please contact Robert Stebbings on r.stebbings@adfam.org.uk or phone 020 3817 9410.