



Template press release

Use the template below to tell your local newspaper or radio station what you're up to on Fruity Friday. Simply fill in the gaps and then send it to the newsdesk of your local paper or radio station a week before your event or send over a picture with the press release after the event, just change the text to show the event has already taken place.

You can send the press release by email, fax or post, just ring and ask for the correct address for the newsdesk.

Good luck!

PRESS RELEASE

[MONTH] [DAY], 2008 - For immediate release

Contact: [your name] on [your tel no]

Local [school/business/etc] gets fruity for cancer prevention

A local [school/business/community group] are doing their bit to get fruity this week and raise money for cancer prevention.

[name of organisation] are backing the World Cancer Research Fund's (WCRF) Fruity Friday (16/05/08) campaign by [brief description of activity].

Fruity Friday aims to encourage people to eat more fruit and vegetables as part of a healthy lifestyle, as well as raise money for WCRF's research and education programmes.

[name of spokesperson], from [name of organisation], said: "We're really pleased to be supporting WCRF and Fruity Friday. [Insert what you would like to say here. You might like to say why you are supporting Fruity Friday or to ask local people to come along to your event or say how much you hope to raise].

Teresa Nightingale, WCRF Head of Fundraising, said: "The idea behind Fruity Friday is to get across a serious cancer prevention message in a fun way. It gives people a chance to let their hair down in aid of a really good cause.

“Fruity Friday’s success lies in the support we receive from individuals and companies all over the UK. The campaign has been steadily growing in popularity over the last few years and we are so grateful to everyone who gets involved in raising money for our vital research and education programmes.”

Fruity Friday is part of WCRF’s activities during Cancer Prevention Week, which runs from 12 to 18 May and aims to raise awareness that cancer is a largely preventable disease.

Scientists estimate that about a third of cancers could be prevented by making changes to the food we eat, being physically active and maintaining a healthy weight.

ENDS

For more information contact [your name] on [your tel no].

Notes to editors

Fruity Friday takes place on Friday May 16 2008. **For more information contact Richard Evans on 020 7343 4253 or email r.evans@wcrf.org**

About WCRF

World Cancer Research Fund (WCRF) raises awareness that cancer is largely preventable and helps people make choices to reduce their chances of developing the disease.

This includes research into how cancer risk is related to diet, physical activity, and weight management, and education programmes that highlight the fact that about a third of cancers could be prevented through changes to lifestyle. For more information on the charity’s work, visit www.wcrf-uk.org

The WCRF report, called Food, Nutrition, Physical Activity, and the Prevention of Cancer: a Global Perspective, was launched in November 2007 and is the most comprehensive report ever published on the link between cancer and lifestyle. For more information, visit www.dietandcancerreport.org