

WRITE DATE HERE

WRITE YOUR HEADLINE HERE

(It should be brief, clear and to the point: an ultra-compact version of the press release's key point)

Main Body

(The press release should be written as you want it to appear in a news story. Write it as a third person, so avoiding I, we, our etc unless it is in a quote. Make it interesting and talk about all the wonderful things you are doing to raise money)

- *Tell them your story*
- *Communicate the 5 Ws in your release: Who, What, Why, When, Where and How*
- *Avoid using long sentences and paragraphs*
- *Keep it as simple as possible*
- *Tell them why you are fundraising for us*
- *Tell them where the money is going i.e. it is for the Make it Better appeal*
- *Talk about where you are all from as releases are often picked up because they are by local people)*

Always include a quote from yourself and anyone else who was important in your journey. Tell them why you have raised so much fantastic money and why it is important to you.

Finish your release off by letting them know where others can donate to your fundraising or repeat when the event will take place.

For more information please contact:

Your name and contact details

Notes to editor:

- The Children's Hospital, Sheffield is one of four stand-alone children's hospitals in the UK. The hospital provides world class expertise caring for 245,000 patient journeys across the UK and beyond.
- The Children's Hospital Charity makes the hospital even better! Money raised through donations buys life-saving equipment and funds vital research and treatment for thousands of children from across the world.
- The charity funds innovative projects that are above and beyond NHS provision. In 2013/2014 the charity funded projects including the provision of a rheumatology ultrasound machine which provides quicker decisions for over 400 patients a year, meaning treatment can commence sooner.
- Other projects funded last year include a cell salvage machine which suctions, washes and filters blood so it can be transferred back into patients and not wasted.
- The hospital is now at the forefront of neurosurgery thanks to a charity-funded Leica dual imaging colour microscope module for brain tumour removal. The machine reduces surgery time and improves patient recovery time as well as increasing the change of survival for the patient.
- The Charity is in the midst of its biggest appeal to date. The Make it Better appeal aims to raise £10million by 2016 in order to transform the hospital into a world class facility.

The Children's Hospital Charity*

- The new development will deliver:
- A brand new building:
 - Easy to access and spacious outpatients department to help children feel more comfortable when visiting hospital.
 - Three brand new wards with 66% single rooms, ensuite facilities & parent beds, creating privacy and space to recover from treatment.
 - A new ward expanding the number of beds in the refurbished building.
 - Basement car park making it easier to visit.
- Safe and secure external landscaped areas:
 - Create stimulating sensory garden for children to get some fresh air

Don't forget a photo!

A good photo will always help you get coverage in the paper.

Please make sure you have consent to use the photo and write in the Notes to Editor who is in the picture.

- *Keep the size of the photo around 1MB*
- *Make the picture of a person and not scenery or a stand for example*
- *Make sure the picture is centralised, so the person are in the middle of the photo*
- *Make the picture interesting*
- *Send via email as a Jpeg attachment*