



children's heart
FEDERATION

Sample Press Release

Example release to adapt for local Bring-a-Bear-to-Work event

For use **before** your event in local press/radio

Replace text in italics with your information

For immediate release {date}

Security staff show their softer side to help heart children

Security staff from the Emporium Shopping Centre in Anytown will be holding a Bring-a-Bear-to-Work event on Friday 14 May in aid of children with heart conditions as part of national Children's Heart Week (8-16 May).

This year, Emporium Shopping Centre staff have chosen Children's Heart Federation as their charity of the year. The security team's bears will be on a photo identity parade in the centre and members of the public and shop workers will have the chance to win a £25.00 store voucher if they can match all the bears to their owners.

Head of Security Tom Tuff explains, "Security staff often have to be a bit tough, but we thought doing Bring-a-Bear-to-Work day we could show our softer side. It's a great way of showing people we're working for them, having a bit of fun and helping really needy kids."

Photos of the bears and their owners will be on display in the Lower Mall from Monday 10-Sunday 16 May.

-- Ends --

Media enquiries to Mary Adams Tel: 01 xxx 900xxx

Notes to Editors

1. Children's Heart Week runs from 8-16 May 2010. It is co-ordinated by Children's Heart Federation (CHF) and will culminate with CHF's National Teddy Bear's Picnic at Fulham Palace, London on Sunday 16 May 2.30-5.30pm. (See www.chfed.org.uk/picnic)
2. The Children's Heart Federation (CHF) is an umbrella body with 22 member organisations dedicated to helping children with congenital or acquired heart disease and their families in the UK and Ireland. CHF provides information and support through its freephone helpline 0808 808 5000, open Monday to Friday and its website www.chfed.org.uk
3. Congenital heart conditions are the most common birth defect in the UK. Approximately 5000 babies in the UK are born with a heart condition each year, with a further 1000 developing a serious heart problem after birth.
4. To make a donation to help heart children, visit www.justgiving.com/heartweek
5. CHF have provided guidance for anyone who wants to organise their own 'Big Surprise' event, at www.chfed.org.uk/heartweek