



*children's heart*  
FEDERATION

## Sample Press Release

Sample press release for Teddy Bear's Picnic

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

*Replace text in italics with your information*

**For immediate release {date}**

### Join the 'Big Surprise' in Children's Heart Week

*The Adams Family of Grimshaw / Lancashire Children's Heart Group / Lincoln Police Cadets invite local people to join them at a Teddy Bear's Picnic on Saturday 15 May in Peter Pan Park at 3pm in aid of children with a heart condition. The event is part of a chain of 'Big Surprise' Teddy Bear's Picnics and Bring-a-Bear to Work days co-ordinated by Children's Heart Federation, a group of charities that support children with a heart condition, organised as part of Children's Heart Week, 8-16 May.*

*"We're holding the event to help children like my son, Michael," explains Mary Adams. "Mike was born with a very narrow blood vessel leading from his heart which made him very short of breath. He's much better now he's had a special balloon inserted into his artery to stretch it, but you can imagine how worrying it was for us all to see him struggle. We really appreciated the help we got from Children's Heart Federation and have organised it to give something back. We'd love you to join us, with your favourite Teddy, because the more people who come, the more good we can all do."*

**-- Ends --**

**Media enquiries to Mary Adams Tel: 01xxx 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](http://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](http://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](http://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](http://www.chfed.org.uk/heartweek)