



children's heart
FEDERATION

Sample Press Release

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

For use **after** your event in local press/radio
Attach photos from event
Replace text in italics with your information

For immediate release {date}

Bear Spotted in Happytown Supershop

Local witness spotted a bear in Supershop in Happytown on Friday 14 May around 11am. No one was alarmed, however, as the creature was only a foot high and belonged to Store Manager, Malcolm Goodheart who had brought his soft pal to work as part of 'Bring-a-Bear-to-Work' Day in Children's Heart Week (8-16 May) to raise awareness and funds to help children with a heart condition.

"I think Nigel was the only bear spotted by the public," he said, "but loads of us brought our bears in. You really got to see another side of the senior team! It was a great laugh to have all the bears sitting on the table during our finance meeting and it was all in a good cause to help kids born with dodgy hearts. Between us we raised £164. We'll definitely do it again next year and get the customers involved in some way."

The Supershop 'Bring-a-Bear-to-Work' was just one in a chain of 'Big Surprise' teddy bear-related events co-ordinated by the Children's Heart Federation, the group of charities dedicated to helping children with a heart condition.

-- Ends --

Media enquiries to: Name and contact details

Notes for editors

1. To see a gallery of photos from the 'Big Surprise' events, including the bears at Telford Asda, visit www.chfed.org.uk/bearpics
2. 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)
3. 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
4. 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.
5. To make a donation go to www.justgiving.com/heartweek event, at www.chfed.org.uk/heartweek