***Please delete before sending***

***Top Tips:*** *Use this press release template after your event to let people in your local area know you have supported Breast Cancer Now’s Afternoon Tea event. Edit the sections in* ***yellow*** *with your own information and email it to your local newspaper and/or radio station straight after your event. Don’t forget to proof read before sending and remove any yellow text.*

**Press release**

Contact (insert full name), (insert telephone number) or (insert email address)

**[Insert area] fundraiser raises [£XXX] for people affected by breast cancer**

**\*\*\*Please insert photographs from your Afternoon Tea\*\*\***

[Insert name and age] from [insert area] held an Afternoon Tea on [insert date] and raised an incredible [insert amount] for Breast Cancer Now.

Afternoon Tea is one of the charity’s biggest fundraising events and thanks to people like [insert your name] it has raised more than £7 million for people affected by breast cancer since its launch in 1998.

**(*Insert name*), from (*insert area*), said:**

*“(Insert information about your event, what did you do, who did you invite, what was the highlight of the day.)*

*“(Insert details as to why breast cancer is a cause so close to your heart if relevant).”*

Whether that’s providing award-winning health information, giving someone much-needed reassurance on their Helpline or funding cutting-edge research projects led by the brightest minds in breast cancer research. Breast Cancer Now is dedicated to improving the lives of people affected by breast cancer, now and for generations to come.

**Georgie Gibbons, Fundraising Manager for Afternoon Tea at Breast Cancer Now, said*:***

*“We want to send a heartfelt thank you to [insert your name] for holding an Afternoon Tea. Every year, around 55,000 people have their lives turned upside down by a breast cancer diagnosis. By holding an Afternoon Tea [insert your name] has helped raise the money Breast Cancer Now urgently need to drive forward our world-class research and provide life-changing support.* But we couldn’t do it without our wonderful fundraisers.”

And there’s still time for you to get involved too! Whether you hold your Afternoon Tea in August or later in the year join [insert your name] and have an Afternoon Tea to support people affected by breast cancer. You’ll be raising vital funds for Breast Cancer Now’s world-class research and life-changing support.

**Drink tea. Raise money. Change lives.**

**Sign up for your fundraising pack at:** [**breastcancernow.org/cuppa**](breastcancernow.org/cuppa)

**ENDS**

For more information contact [insert your email address] or [insert your phone number]

**About Breast Cancer Now:**

* **Breast Cancer Now** is the UK’s first comprehensive breast cancer charity, combining world-class research and life-changing care to build a complete view of breast cancer and make faster progress for everyone affected.
* Steered by research and powered by care, **Breast Cancer Now**’s ambition is that, by 2050, everyone who develops breast cancer will live and be supported to live well.
* **Breast Cancer Now** funds around a third of breast cancer research in the UK. By working with almost 340 of the brightest minds in breast cancer research, the charity is helping discover how to prevent more cases, save more lives and enable more women to live well with the disease.
* The charity’s award-winning information and services are there to make sure anyone diagnosed with breast cancer can get the support they need to live well with impacts of the disease. Anyone looking for support or information can call **Breast Cancer Now’s free Helpline on 0808 800 6000**.
* Breast cancer is the UK’s most common cancer, with around 55,000 women and 370 men being diagnosed each year. An estimated 600,000 people in the UK are alive after a diagnosis of breast cancer, and one in seven women will develop the disease in their lifetime.
* Despite decades of progress in research and care, around 11,500 women and 80 men still die from the disease every year in the UK, with hundreds of thousands more living with the devastating, long-term physical and emotional impacts of the disease.
* **Breast Cancer Now, the research and care charity**, launched in October 2019, created by the merger of specialist support and information charity Breast Cancer Care and leading research charity Breast Cancer Now.
* For more information on Breast Cancer Now’s work, visit [**breastcancernow.org**](http://www.breastcancernow.org/) or follow us on [Twitter](http://www.twitter.com/breastcancernow) or on [Facebook](http://www.facebook.com/breastcancernow).