***Please delete before sending***

***Top Tips:*** *Use this press release template before your event to let people in your local area know you are supporting 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 as soon as you have set a date for your event. Don’t forget to proof read before sending and remove any yellow text / these instructions.*

**Press release**

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

**TEACUPS AT THE READY!**

**This August, Breast Cancer Now’s annual flagship fundraising event, Afternoon Tea is back, raising vital funds for world-class breast research and life-changing support.**

[Insert name and age] from [insert area] will be hosting an Afternoon Tea on [insert date], to raise vital funds for Breast Cancer Now’s world-class research and life-changing support.

Taking place throughout the month of **August**, Breast Cancer Now’s Afternoon Tea is one of the charity’s biggest fundraising events, having raised more than £7 million for people affected by breast cancer since the first tea was served more than 20 years ago.

Whether it’s a cuppa in the garden or a picnic in the park, Breast Cancer Now are calling on the public to hold an Afternoon Tea and help to raise the money they urgently need to drive forward their world-class research and provide life-changing support.

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

*“(We are/I am) really excited to holding my Afternoon Tea this year and hope to raise lots of money for Breast Cancer Now’s incredible work.*

*“(Insert information about your event and what you are planning!)*

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

[Insert name] will be [insert details of your Afternoon Tea event/activity] at [insert place] on [insert date].

**Georgie Gibbons, Fundraising Manager for Afternoon Tea at Breast Cancer Now, said*:*** *“I want to say a huge heartfelt thank you to [insert your name] for hosting an Afternoon Tea for Breast Cancer Now. We hope you have a wonderful time and enjoy the chance to get together with friends and family whilst knowing you are raising money that will improve the lives of people affected by breast cancer, now and for generations to come.”*

This August, join [insert your name] and hold an Afternoon Tea for Breast Cancer Now this August and help make world-class research and life-changing support happen**.**

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

**To join in, sign up for your fundraising pack at** [**breastcancernow.org/cuppa**](https://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).