

PRESS RELEASE TEMPLATE

[DATE]

[Insert town] residents help raise funds for sight-saving research

OR

[Team name] help raise funds for sight-saving research

A [insert job title(s)] from [insert town] is raising vital funds for Moorfields Eye Charity to help improve the lives of those suffering from blinding diseases. [Insert name] is holding/taking part in a [insert name/type of event] on [date] at [time].

He/she decided to **hold**/take part in the event because [insert details/your personal reasons for wanting to raise money for charity].

[Name], says: “[insert quote about why you are happy to be doing the event. E.g. I am delighted to be raising funds for Moorfields Eye Charity because they support sight-saving research into blinding diseases.]”.

[Insert further details about the event. E.g. specific disease you are fundraising for, costumes you will be wearing on the day, any extra things you will be doing to boost your fundraising.]