## Press release

 [XX/XX/21]

## [Title]

# Event name or short description (i.e. running the Royal Parks/Having a Ball/Flying High for vital research into brain tumours

### On date, Firstname Surname will be raising vital funds for The Brain Tumour Charity, the UK’s leading charity dedicated to fighting this devastating disease, by describe your activity here and where it’s taking place.

Firstname, from village/town/county was inspired to take part/hold xyz event by name of person and reason, for example, his best friend who is currently fighting a brain tumour. Firstname is insert personal information here, i.e. time aimed for, a special outfit being worn, first time run a half marathon, second annual ball.

Firstname said: *“I am really looking forward to taking part / holding my event for such an important cause, personalise the quote, add* in any fun anecdotes about training, anything you’re dreading, who’s supporting you on the day etc.”

Firstname is aiming to raise £xxx for The Brain Tumour Charity through insert sponsorship details including online giving page details or insert details about event tickets/prices/how to get hold of them. Include details of how many people attending/taking part if known.

CFR/Gina quote: Gina Almond, The Charity’s Director of Fundraising, said: *“We are extremely grateful for all the efforts made by our fantastic fundraisers and wish them all the very best.*

*“Brain tumours are the biggest cancer killer of the under 40s and, unlike other cancers, survival rates have not improved over the last 40 years.*

*“We are leading the way in changing this and truly fighting brain tumours on all fronts through our work.*

*“We receive no government funding and rely 100% on voluntary donations, so it’s only through the efforts of people like Firstname that we can change these shocking statistics in the future and bring hope to the thousands of people who are diagnosed with a brain tumour every year.”*

Add more event details / venue / timings / why it’s special if required.

The Brain Tumour Charity is the UK’s largest dedicated brain tumour charity, committed to fighting brain tumours on all fronts.

They fund pioneering research to increase survival and improve treatment options as well as raising awareness of the symptoms and effects of brain tumours to bring about earlier diagnosis.

The Charity also provides support for everyone affected so that they can live as full a life as possible, with the best quality of life.

* Find out more: [**https://www.thebraintumourcharity.org/**](https://www.thebraintumourcharity.org/)

**Ends**

**Photo:** if you are attaching a photo of yourself training or preparing for your event, or the person who inspired you to run the race/do your event, include a short description, including the full names of anyone in it and their position in the picture.

# **Press opportunity:** if you can invite a journalist and/or photographer along, include details of timings they can be there and who they need to contact especially

*For further information, pictures and media enquiries please contact:*

insert your name, email address and contact phone number(s).

## Notes to editors

## About The Brain Tumour Charity

Registered Charity in England and Wales (1150054) and Scotland (SC045081)

We are the Brain Tumour Charity and we understand that when you, or a loved one, is diagnosed with a brain tumour, a cure really can’t wait. Every day 32 people in the UK are diagnosed with a brain tumour, yet changes in survival rates have barely improved in 40 years compared with other cancers, investment in research is low and diagnosis is still taking much too long. That’s why we’re working faster and going further to beat brain tumours sooner. A cure can’t wait.

Find out more at: [thebraintumourcharity.org](http://www.thebraintumourcharity.org)

Members of the Association of Medical Research Charities, The Information Standard, The Helplines Partnership and the Fundraising Standards Board



## Brain tumours – the facts

* Brain tumours are the biggest cancer killer of children and adults under 40
* Over 11,700 people are diagnosed each year with a primary brain tumour, including 500 children and young people – that’s 32 people every day
* Over 5,000 people lose their lives to a brain tumour each year
* Brain tumours reduce life expectancy by on average 20 years – the highest of any cancer
* Just 19% of adults survive for five years after diagnosis
* Brain tumours are the largest cause of preventable or treatable blindness in children. Childhood brain tumour survivors are 10 times more likely to suffer long term disability than well children. This accounts for 20,000 additional disabled life years for all the children who are diagnosed each year
* Research offers the only real hope of dramatic improvements in the management and treatment of brain tumours. Over £500m is spent on cancer research in the UK every year, yet less than 3% is spent on brain tumours