Press Release

## XX / XX / 2015

With pic

(Write this here if you are attaching one)

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

### Firstname Surname describe what you did here, i.e. ran 13.1 miles/held a fabulous fun day/jumped out of a plane at 20,000 feet to raise vital funds for The Brain Tumour Charity.

On date, Firstname Surname describe what you did here and where it took place, raising vital funds The Brain Tumour Charity, the UK’s leading charity dedicated to fighting this devastating disease.

Firstname, from village/town/county, was inspired to take part by name of person and reason, for example, his best friend who is currently fighting a brain tumour.

Firstname insert personal information here, i.e. time completed it in, outfit worn, first time run a half marathon, first ball, regular event etc.

Firstname said: “I was so proud to put on my running top for The Charity and take part/put this event on/be part of the team, it’s such an important cause, personalise the quote, add in any fun anecdotes about the day, what the weather was like (if you had to overcome a storm or heat), what the atmosphere was like, the best and worst bits (i.e. the relief at crossing the finish line, the amazing face painting), grateful to xyz for their support/cheque presentation.”

Firstname raised £xxx through insert sponsorship details including online giving page details *or* xxx people attending/buying a raffle ticket etc.

If it was a mass participation event, insert number of people taking part/number of attendees ran/rode/swam/jumped for The Brain Tumour Charity and current estimates show they’re on target to raise an incredible £xxx in total.

Brain tumours are the biggest cancer killer of children and adults under 40, yet less than 2% of cancer research funding goes on brain tumours in the UK.

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.

Geraldine Pipping, The Charity’s Head of Fundraising, said: *“We are grateful for all the efforts made by our incredible fundraisers and thank them for taking part in name of event / holding event name – we hope they’re now enjoying a well-earned rest!*

*“Brain tumours are the biggest cancer killer of the under 40s and survival rates have not improved significantly over the last 40 years. We are leading the way in changing this by fighting brain tumours on all fronts.*

*“We receive no government funding and rely 100% on voluntary donations, so it’s only through the efforts of people like name that we can change these shocking statistics in the future.”*

Add any more details about the event or what you’ve got coming up next.

**Ends**

**Photo:** Attach a photo or photos of yourself / guests at the event – for a running event it’s always nice to have a celebration one at the end with your medal. Include a short description and the names from left to right of anyone in the photo.

*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 No. 1150054 (England and Wales) SC045081 (Scotland)

The Brain Tumour Charity is at the forefront of the fight to defeat brain tumours, making a difference every day to the lives of people with a brain tumour and their families. It funds pioneering research to increase survival, raises awareness of the symptoms and effects of brain tumours and provides support for everyone affected.

The Charity’s goals are to double survival within 10 years in the UK and to halve the negative impact that brain tumours have on quality of life.

It adheres to nationally-recognised accreditations and best practice guidelines for every area of its work.

The Charity funds an extensive and diverse portfolio of research across the UK with the aim of doubling survival and reducing long term harm through improving the understanding and complexities of brain tumours, better diagnostic techniques and new treatments.

The Brain Tumour Charity offers a comprehensive support and information service for anyone who is affected, including a support and information line, Information Standard accredited fact sheets, online peer-to-peer support and a dedicated Children and Families Service.

It funds and promotes the UK-wide HeadSmart campaign, raising awareness of the signs and symptoms of brain tumours in children and young people to make earlier diagnosis a reality. Earlier diagnosis will reduce long-term disabilities and save lives.

In just three years, HeadSmart has reduced averaged diagnosis time from 9.1 weeks to 6.7 weeks.

Find out more at: [***www.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 9,300 people are diagnosed each year with a primary brain tumour, including 500 children and young people – that’s 25 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 2% is spent on brain tumours.