Press Release

## XX / XX / 2015

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

### 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.

Over 9,300 people are diagnosed with a brain tumour each year and 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. This year The Brain Tumour Charity is determined to change these shocking statistics and is committed to investing £25million into world-class, pioneering research over the next five years.

The Charity offers a comprehensive service to enable everyone with a brain tumour, their families and carers to receive the best support and information and achieve the highest quality of life possible, as well as raising awareness of brain tumours to improve life chances and reduce diagnosis times.

Louise Taylor, The Charity’s Development Director, 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.

**- 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 if they will need a press pass/invitation.

**For further information 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 to improve quality of life.

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 national recognised accreditations and best practice guidelines for every area of its work.

The Charity currently 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 & Info Line, Information Standard accredited fact sheets, online peer-to-peer support and a dedicated Children and Families Service.

They fund and promote 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 average diagnosis time from 9.1 weeks to 6.7 weeks.

The Brain Tumour Charity is the UK’s leading brain tumour charity, formed as a result of the merger of The Brain Tumour Charity (formerly Samantha Dickson Brain Tumour Trust), Brain Tumour UK and The Joseph Foote Trust in March 2013.

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



**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.