

SAMPLE PRESS RELEASE

Complete with your details as marked in blue

Date

[woman/man/group] from [Town] takes up a fundraising challenge for charity

Local Tesco employee [Name] has taken up the challenge to help raise money for the Muscular Dystrophy Campaign, Tesco Charity of the Year 2009. [Name] from [town, in county] will be [insert details of your event e.g. taking part in the Great North Run] on [date] at [location] from [time] to help the charity raise money to provide specialist equipment for children with muscular dystrophy in the [town] area.

[Name] says: [Insert an interesting quote. Include information on why you chose to do this event for the Muscular Dystrophy Campaign for example: "This is a great way to have fun, get fit and raise money for the Muscular Dystrophy Campaign. I fully support the work that the charity does and I am really pleased to be able to help them buy vital equipment to make local children more independent."]

[Name] is already preparing for the event by [insert details of your work you've done e.g. training]. [He/She] is hoping to raise [£X amount of money] to help Tesco and the Muscular Dystrophy Campaign achieve their goal of raising £2 million to help children with muscular dystrophy.

The money will enable the Muscular Dystrophy Campaign to buy much-needed, specialist equipment ranging from powered wheelchairs and electric beds to exercise machines and adapted computers. All money raised by [Name] will stay in [your local area] to help local children be more independent.

Don't delay! If you would like to support [Name], call [insert number] or donate online at [insert your online sponsorship page website address].

For more information about the Muscular Dystrophy Campaign and the Tesco Charity of the Year 2009 partnership please visit www.muscular-dystrophy.org/tesco or call Matthew Taylor, Press Officer, **020 7803 2860**

- ENDS -

Tesco Hotline 0845 872 9058* Mon-Fri 9.00am-5.00pm (voicemail out of hours)

*Calls cost 7p, plus up to 2p per minute for BT Calling plans. Other providers may vary.