Post-event press release example

Alzheimer's Society | Leading the fight against dementia

News release

Date: (insert date of issue)
Contact for further information: (insert your name and phone number)
For immediate release

News release

(Insert name of area) man/woman (Insert catchy description of event here) for Alzheimer's Society

(Insert participant name, age) of (town) took up the challenge of (Insert catchy description of event here) in (insert area) for Alzheimer's Society.

(Insert name) raised over (amount) by (further details of any fundraising).
(Name) said:
'I decided to take part in this challenge for Alzheimer's Society because (insert details of why the challenge is so important to you, for example do you have a personal link with dementia?). It was a tough challenge but it was rewarding to know that I was raising funds to help support people to live well with dementia today and fund research to find a cure for tomorrow.'

Jeremy Hughes, Chief Executive at Alzheimer's Society, said:
'We are delighted that (name) gave her/his (delete as appropriate) time to support Alzheimer's Society. There are 800,000 people living with dementia in the UK. It is caused by diseases of the brain and can happen to anyone.

'As a charity, we rely on the generosity of individuals like (name) to help us continue our vital work. Thank you to (name) for their fundraising efforts, helping Alzheimer's Society to continue leading the fight against dementia.'

To sponsor (name) please call (enter telephone number) or visit (enter your fundraising website address if you have one).

From running your local 5K to trekking the Great Wall of China, and cycling from London to Paris to parachuting, Alzheimer's Society has a fantastic range of events both in the UK and abroad. To find out more, please visit www.alzheimers.org.uk/events or call 0870 417 0192.

ENDS

Notes to editors:

- One in three people over 65 will die with dementia.
- Alzheimer's Society research shows that 800,000 people in the UK have a form of dementia, more than half have Alzheimer's disease. In less than 10 years a million people will be living with dementia. This will soar to 1.7 million people by 2051.
- Alzheimer's Society champions the rights of people living with dementia and the millions of people who care for them.
- Alzheimer's Society works in England, Wales and Northern Ireland
- Alzheimer's Society supports people to live well with dementia today and funds research to find a cure for tomorrow. We rely on voluntary donations to continue our vital work. You can donate now by calling 0845 306 0898 or visiting alzheimers.org.uk
- Alzheimer's Society provides a National Dementia Helpline, the number is 0845 300 0336 or visit alzheimers.org.uk