



children's heart
FEDERATION

Sample Press Release

Sample press release for Teddy Bear's Picnic

For use **after** your event in local press/radio

Replace text in italics with your information

For immediate release {date}

Teddies' picnic tackles ticker problems

Fifteen teddy bears and their human friends took part in a Teddy Bear's Picnic organised by the Adams Family of Grimshaw in Peter Pan Park on Saturday 15 May to raise awareness of children's heart problems as part of national Children's Heart Week.

"Through the Teddy Bear's Picnic, I was able to explain to lots of friends and colleagues how heart conditions affect children like my son Mike. People wanted to help so I pointed them to the Justgiving website for Children's Heart Week. We had great fun and were able help heart children at the same time."

-- Ends --

Media enquiries to Mary Adams Tel: 01xxx 900xxx

Notes to Editors

1. Children's Heart Week runs from 8-16 May 2010. It is co-ordinated by Children's Heart Federation (CHF) and will culminate with CHF's National Teddy Bear's Picnic at Fulham Palace, London on Sunday 16 May 2.30-5.30pm. (See www.chfed.org.uk/picnic)
2. The Children's Heart Federation (CHF) is an umbrella body with 22 member organisations dedicated to helping children with congenital or acquired heart disease and their families in the UK and Ireland. CHF provides information and support through its freephone helpline 0808 808 5000, open Monday to Friday and its website www.chfed.org.uk
3. Congenital heart conditions are the most common birth defect in the UK. Approximately 5000 babies in the UK are born with a heart condition each year, with a further 1000 developing a serious heart problem after birth.
4. To make a donation to help heart children, visit www.justgiving.com/heartweek
5. CHF have provided guidance for anyone who wants to organise their own 'Big Surprise' event, at www.chfed.org.uk/heartweek