

# PRESS RELEASE TEMPLATES

Here are two versions of a press release you could send to your local papers, depending on whether you're volunteering as part of your Duke of Edinburgh award or not.

Version One - General

Version Two - DofE

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Reg Charity no 803716/SC038827  
2299RD 08/2020

The logo for Anthony Nolan, featuring the name 'ANTHONY NOLAN' in white, uppercase, sans-serif font. The letters are arranged in two rows: 'ANTHONY' on top and 'NOLAN' on the bottom. A white diagonal line crosses through the text from the top-left to the bottom-right, and another white diagonal line crosses from the top-right to the bottom-left, creating an 'X' shape over the text.

ANTHONY  
NOLAN

saving the lives  
of people with  
blood cancer

# VERSION ONE

(date)

(insert name of sixth form/college) **STUDENTS HELPING TO CURE BLOOD CANCER**

Students at (insert name of sixth form/college) are encouraging their peers to become potential lifesavers.

They are supporting Anthony Nolan, the charity which connects blood cancer patients in need of a transplant with matching stem cell donors who could save their lives.

(name/s of student/s) are educating fellow students about stem cell donation and encouraging them to join Anthony Nolan's stem cell register.

*\*\*\*outline activities undertaken here\*\*\**

But it is not just extra credit which inspired them to support Anthony Nolan.

Student name, *\*\*\*'quote about why you decided to support Anthony Nolan and how you've found the experience.'\*\*\**

(School staff member name), (staff position), said: *'insert quote from school / college representative about the students and activities.'*

Katie Day, Education Programme Lead at Anthony Nolan, said: *'(names of students) have been fantastic ambassadors for Anthony Nolan. Peer-to-peer education is so important in helping us to encourage more young people to join the donor register. Ambassadors really can make a lifesaving difference.'*

To find out more about Anthony Nolan and stem cell donation, visit [www.anthonynolan.org](http://www.anthonynolan.org).

**Photos** (include caption and names if you have photos to share)

For more information about stem cell donation and Anthony Nolan, please contact the Communications team on 020 7424 6645 or email [press@anthonynolan.org](mailto:press@anthonynolan.org)

## Notes to editors

### Anthony Nolan key statistics

- Someone is diagnosed with blood cancer every 14 minutes.
- Around 2,000 people in the UK need a bone marrow (or stem cell) transplant from a stranger each year. This is usually their last chance of survival.
- You have a 25% to 30% chance of having the same tissue type as a sibling. 90% of donations take place via PBSC (peripheral blood stem cell collection). This is an outpatient appointment and is similar to donating blood.
- To join the register, you must be aged between 16 and 30, weigh more than 7st 12lbs (50kgs) and be in general good health. For more information about our work or to sign up online, please visit [www.anthonynolan.org](http://www.anthonynolan.org).

## VERSION TWO

(date)

(insert name of sixth form/college) **STUDENTS HELPING TO CURE BLOOD CANCER**

Students at (insert name of sixth form/college) are encouraging their peers to become potential lifesavers.

They are supporting Anthony Nolan, the charity which connects blood cancer patients in need of a transplant with matching stem cell donors who could save their lives.

(name/s of student/s) are educating fellow students about stem cell donation and encouraging them to join Anthony Nolan's stem cell register.

*\*\*\*outline activities undertaken here\*\*\**

The students are working towards their silver Duke of Edinburgh Volunteering Award. But it is not just extra credit which inspired them to support Anthony Nolan.

Student name, *\*\*‘quote about why you decided to support Anthony Nolan and how you've found the experience.’\*\**

(School staff member name), (staff position), said: *‘insert quote from school / college representative about the students and activities.’*

Katie Day, Education Programme Lead at Anthony Nolan, said: *‘(names of students) have been fantastic ambassadors for Anthony Nolan. Peer-to-peer education is so important in helping us to encourage more young people to join the donor register. Ambassadors really can make a lifesaving difference.’*

To find out more about Anthony Nolan and stem cell donation, visit [www.anthonynolan.org](http://www.anthonynolan.org).

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