Press Release Instructions

**Talk about your Longest Day Golf Challenge!**

You’re taking on the Longest Day Golf Challenge, you legend! Now why not shout about it? You could do this through your local newspaper, radio station or on social media through your Facebook, Twitter or Instagram accounts. Up to you!

**Here are some tips to help get great coverage before your epic day:**

1. Fill in the blanks (highlighted in red text) on the press release below and email it to your local paper with some photos of your team. Call them if you’re not sure what their email address is.
2. Send the completed press release to your local radio station if you’re happy to talk about why you’re playing 72 holes and walking over 20 miles for people with cancer.
3. Share your ace photos and how much you’ve raised so far on your social media accounts. Use the hashtag **#LongestDayGolf** in your tweets.

**Press release template below – to be amended as appropriate and sent out a month before the event.**

And finally…make sure you delete this blue text before you send.

Best wishes,

**The Longest Day Golf Challenge team**

Press Release

**Local golfers are raising money for Macmillan Cancer Support in [INSERT TOWN/VILLAGE/AREA]**

On [INSERT DATE], [INSERT TEAM NAME] are assembling to take on the Longest Day Golf Challenge at insert golf club to raise vital money for people with cancer.

[INSERT CONNECTION TO MACMILLAN/WHY YOU’VE DECIDED TO DO THE LONGEST DAY GOLF CHALLENGE/WHAT YOU’RE LOOKING FORWARD TO ABOUT THE EVENT.]

Macmillan Cancer Support provides physical, financial and emotional support for people living with cancer. By playing 72 holes and doing over 20 miles of walking in one day, this band of golfing legends will help Macmillan continue to be right there when they’re needed most.

Speaking before the event, their captain, [INSERT NAME OF CAPTAIN], said:

‘We’re really excited about taking on this year’s Longest Day Golf Challenge. It’s great to get a group of mates together, play some golf and raise money for Macmillan to help people living with cancer at the same time. I want to thank everyone who has supported us so far and is helping to make it a success.’

To support [INSERT TEAM NAME] please visit [INSERT YOUR FUNDRAISING PAGE URL] or search for us on the Longest Day Golf website.

To find out more about the Longest Day Golf Challenge, please visit **longestdaygolf.macmillan.org.uk**

-ENDS-

**For more information about the event, please contact:**

Name: [NAME OF PERSON TO CONTACT FOR FURTHER INFORMATION]

E-mail: [EMAIL ADDRESS OF PERSON TO CONTACT FOR FURTHER INFORMATION]

Phone: [PHONE NUMBER OF PERSON TO CONTACT FOR FURTHER INFORMATION]

**About Macmillan’s Longest Day Golf Challenge fundraising event**

Each year, around 21 June, thousands of people play 72 holes of golf and walk over 20 miles from sunrise until the very last ray for people with cancer.

Teams of four players take on four rounds of golf at their chosen clubs and ask their friends and family to sponsor them.

Over the last four years alone, the Longest Day Golf Challenge has raised over £5.4 million.

It’s a brilliant day out with friends, while doing something really worthwhile - fundraising for Macmillan Cancer Support, which provides physical, financial and emotional support to people with cancer.

**About Macmillan Cancer Support**

There are over 2.5 million people living with cancer in the UK and this is set to grow to almost 4 million by 2030.

We’re here to help everyone with cancer live life as fully as they can, providing physical, financial and emotional support. So whatever cancer throws your way, we’re right there with you.

We provide information to help you make your best decision about treatment, and guidance about dealing with its effects.

Our advisers help with money and work matters, and with benefits and grants.

We’re there for you at diagnosis and beyond, providing reassurance for you, your friends and your family.

For more information, support or just someone to talk to, call Macmillan Cancer Support on **0800 808 00 00** or visit **macmillan.org.uk**