Press Release Instructions

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

You’re taking on the Longest Day Golf Challenge! 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 red editable fields 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 taking on the challenge.
3. Share your photos and how much you’ve raised so far on your social media accounts. Include them in your emails to the newspaper or radio station as well and 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]**

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 [INSERT CHALLENGE LENGTH] holes, this band of golfers 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 pals 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 URL] or search for them on the Longest Day Golf Challenge 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, on around the longest day of the year (this year is Thursday 20th June), thousands of people will be playing 36, 72, or 100 holes of golf for people with cancer.

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

Over the last ten years, the Longest Day Golf Challenge has raised over £10 million.

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

**About Macmillan Cancer Support**

There are over 3 million people living with cancer in the UK and this is set to grow to almost 4 million by 2030.

At Macmillan, we give people with cancer everything we’ve got. If you’re diagnosed, your worries are our worries. We will move mountains to help you live life as fully as you can.

And we don’t stop there. We’re going all out to find ever better ways to help people with cancer,

helping to bring forward the day when everyone gets life-transforming support from day one.

We’ll do whatever it takes. For information, support or just someone to talk to, call **0808 808 00 00** between 8am and 8pm every day or visit **macmillan.org.uk**.