For immediate release

**[Insert your area] [select as appropriate: man/woman/business] is joining the British Heart Foundation in its fight for every heartbeat**

***[Event name/type]****raises money for life saving research*

A [select as appropriate: woman/man/business] from [Insert your area] will be joining the fight against heart disease by holding a [insert event] to help support the British Heart Foundation’s (BHF) life saving research.

[Insert name], [insert age], will be holding a [insert details here of the fundraising event, when it will be held and where it was held] on [insert date] to help raise vital funds for the nation’s biggest heart charity.

People across [insert area] are being invited to come along and enjoy [insert details of what they can expect on the day].

The event is being held because [insert reason e.g. in memory of a loved one/a friend or relative has heart disease/ you think the charity does great work].

Heart and circulatory disease is responsible for nearly 160,000 UK deaths each year - around one every three minutes.

Through the public’s generosity, the BHF will fund half a billion pounds of new research by 2020 which will be central to discovering vital treatments for people living with heart and circulatory conditions.

The BHF is calling on people to organise their own fundraising events to continue its fight against heart disease. To order your free fundraising pack full of ideas, materials and support visit [www.bhf.org.uk/doyourthing](http://www.bhf.org.uk/doyourthing).

[Insert your name] said “[We/I] wanted to get involved because [insert reason why you want to fundraise for the BHF e.g. a loved one has sadly passed away/a friends relative has heart disease/ you think the charity does great work].

“[We are/ I am] hoping to raise [insert amount] for the BHF helping them to fund the research that is so urgently needed to fight heart disease. It’s been incredibly easy to co-ordinate, and great fun to organise. It promises to be a great day for all involved.”

From zumbathons and treasure hunts, to bake sales and quizzes, whichever way you choose to fundraise you can help make a difference to millions.

**Donna Spriggs-Elliott, Head of Community Fundraising at the BHF said:** “We never cease to be amazed by the extraordinary ways people fundraise for the BHF. Every contribution, big or small, plays a crucial part in every breakthrough we make so we are incredibly grateful for their support.

“We urgently need more people to join our fight for every heartbeat and help power our life saving research. That’s why we’re calling on everyone across the UK to organise their own event to help support our vital work.”

To sponsor [insert your name] visit [insert a fundraising link if you have a JustGiving account or similar]

**For inspiration and everything you need to organise a successful event, sign up to get your free fundraising pack by visiting www.bhf.org.uk/doyourthing**

**ENDS**

For more information, an interview or images please contact**[insert your contact details]**

**About the BHF**

For over 50 years we’ve pioneered research that’s transformed the lives of people living with heart and circulatory conditions. Our work has been central to the discoveries of vital treatments that are changing the fight against heart disease. But so many people still need our help. From babies born with life-threatening heart problems to the many Mums, Dads and Grandparents who survive a heart attack and endure the daily battles of heart failure. Join our fight for every heartbeat in the UK. Every pound raised, minute of your time and donation to our shops will help make a difference to people’s lives