**News release**

*INSERT DATE HERE eg 12 June 2019*

**[HEADLINE]**

**Eg. Birmingham man’s bike ride to raise vital funds**

**for epilepsy charity**

A [person/group (man/woman/teenager/children)] from [Place] is [running a marathon/ cycling 100 miles] to raise funds for UK charity Epilepsy Action. [Name/group] is taking on this challenge because [link with epilepsy *(for example: their son/friend has epilepsy)*].

[INSERT INFORMATION ABOUT THE EVENT].

*Example: Fred will cycle from Birmingham to London on Saturday 2 and Sunday 3 March. He will be wearing a cow onesie for the entire ride. Fred’s fundraising target is £XXX and he hopes to complete the ride in XXX days/hours.*

[INSERT ANY INFORMATION ABOUT YOUR LINK WITH EPILEPSY]

*Example: Fred is supporting Epilepsy Action because his little brother has epilepsy. Ben, aged seven, was diagnosed with epilepsy three years ago. He has had a difficult time with his epilepsy in the past few years, and most recently has been having up to five seizures a week.*

[Name], age [X] said: “[INSERT QUOTE HERE]”

*Example: Fred, aged 19, said: “When Ben was first diagnosed with epilepsy, it was scary for all of us. Epilepsy Action’s website and helpline were brilliant sources of advice and information. Their videos for children helped us to explain to Ben about his epilepsy in an engaging way that he understands. I’m ready to get on my bike and hope to raise lots of money for Epilepsy Action with my cycle challenge. I will be cycling for Ben and many children living with epilepsy like him. Hopefully in my costume I’ll attract a herd of four-legged supporters too!”*

[INSERT ANY EXTRA INFO]

*Example: People can sponsor Fred at [online sponsorship page link]. He is also asking people to tweet their encouragement using the hashtag #cyclecow.*

Epilepsy affects around one in every 100 people in the UK and 87 people are diagnosed with the condition every day. Each year, Epilepsy Action directly helps around 2 million people. The charity campaigns to improve epilepsy services and raise awareness of the condition. It also provides a national network of support groups, holds regular regional events and has a freephone and email helpline. Over 95% of this life-changing support is funded by donations and fundraising. For more information, visit epilepsy.org.uk or call the Epilepsy Action Helpline on freephone 0808 800 5050.

**- ENDS -**

**Notes to editor:**

1. For more information about this fundraising event, please contact [NAME] on [PHONE NUMBER], [EMAIL ADDRESS]
2. For more information about Epilepsy Action please contact the press office on 0113 210 8870, or email press@epilepsy.org.uk
3. Epilepsy Action is a company limited by guarantee (registered in England no 797997) and a registered charity in England (No 234343)