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| Template press release |  |
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#### Here’s a template press release you can adapt for your own campaign.

#### This is just a guide - the key things to think about when getting across your story are the five ‘W’s – Who? What? When? Where? Why?

#### Get straight to the point in the first and second paragraph, and remember that you’re telling a story.

# “{INSERT TOWN}’s MP must be Arthritis Champion”

Local campaigners from **{INSERT TOWN}** have launched a new campaign this week to support thousands of local people living in pain because of arthritis.

***[Insert sentence about your campaign / local issue you want to highlight.]***

A group of local residents are asking local MP **{INSERT MP NAME}** to take action and support local people living with the day-to-day pain of arthritis by becoming their Arthritis Champion for **{INSERT TOWN}**.

In **{INSERT AREA}**, over **{INSERT NUMBERS}** residents have osteoarthritis of the knee and hips alone, and leading arthritis charity Arthritis Research UK warned of an ‘arthritis epidemic’ in the coming years.

**(*Find your local stats on the number of people living with arthritis by visiting*** [***www.arthritisresearchuk.org/mskcalculator***](http://www.arthritisresearchuk.org/mskcalculator)***)***

Arthritis is the biggest cause of pain and disability across the UK, affecting over 10 million people nationwide. Experts predict that the number of people with the most common form of arthritis could almost double in the next 20 years.

***[Insert sentence about any local issue you want to highlight and your personal experience.]***

By agreeing to become an Arthritis Champion, MPs pledge to work alongside local campaigners and Arthritis Research UK to campaign to make arthritis and musculoskeletal conditions a public health priority, fight to ensure that people with arthritis get high-quality care at the time that they need it, and champion the UK’s leadership role in medical research.

Commenting on the campaign local resident **{INSERT YOUR NAME}** said:

“For too long people with arthritis in **{INSERT AREA}** have been neglected. It is not acceptable for thousands of local people to live in pain every day because of arthritis.

“We are on the verge of an arthritis epidemic across the UK. Already one Rheumatology Department has been overwhelmed by demand and closed its doors to new and non-urgent arthritis patient, and I’m worried more could follow.

“We face a big choice about the future of **{INSERT TOWN}**: I want our MP to be an Arthritis Champion, standing up for people with arthritis in our area. We need political action now on issues that matter to people with arthritis.”

***[Insert second quote here from candidates/endorsers/experts]***

To find out more about the campaign and how you can ask your MP to become an Arthritis Champion, visit **www.arthritisresearchuk.org/voice** or call **{INSERT YOUR NAME}** on **{INSERT YOUR NUMBER}**.

ENDS

Notes to editor:

1. You can find out more about the Arthritis Champion campaign and Arthritis Research UK by visiting www.arthritisresearchuk.org
2. To find local statistics on arthritis prevalence in your area, visit [www.arthritisresearchuk.org/mskcalculator](http://www.arthritisresearchuk.org/mskcalculator).
3. You can read more about Arthritis Research UK’s report ‘Musculoskeletal health – a public health approach’ by visiting <http://www.arthritisresearchuk.org/news/press-releases/2014/september/health-services-at-risk-of-being-overwhelmed.aspx>
4. For more information, contact Arthritis Research UK’s campaigns team via [action@arthritisresearchuk.org](mailto:action@arthritisresearchuk.org) or +44 (0) 300 790 0400