



<insert date of press release>

<insert location> FUNDRAISERS TO TAKE ON <insert challenge> IN SUPPORT OF FARESHARE

<insert name/description*> from <location> will be stepping up to the challenge of <insert details> on <date> to raise funds for FareShare, the UK's biggest charity tackling food waste for social good.

<insert pronoun> will be <insert description of the event**>.

The money raised from their fundraising campaign will help FareShare get more good-to-eat food to over a million people in need across the UK, instead of letting it go to waste.

One in five people in the UK face household food insecurity, yet millions of tonnes of food goes to waste every year, much of it still perfectly good to eat. FareShare works with the food industry to redistribute surplus good to eat food to 8,500 charities and community groups across the country. The groups include community centres, school breakfast clubs, homelessness shelters and refuges, all working to tackle the root causes of poverty and strengthen communities through food.

The team's goal is to raise <insert fundraising target> through the <insert event> at <insert location>. The money raised will make an important contribution to the work of FareShare across the UK.

<insert name***> says: We are hugely excited to be taking on this fundraising challenge in support of FareShare. <insert details of why they were inspired to take part>. Just £1 helps FareShare provide five meals to people in need, so we hope people will give generously to support a great cause."

George Chandler, Senior Mass Participation Manager at FareShare, says: "We are so grateful to <insert fundraiser group name> for taking on this challenge to raise money for FareShare. Our network of charities and community groups across the UK are all working harder than ever to support people facing food insecurity and loneliness. Every penny raised makes a difference to our mission to get food to people who need it, rather than to waste. Thank you <insert fundraiser group name>!"

<insert group name> can be sponsored by visiting <insert details of fundraising page>.

END

For more information contact <insert name> by calling <insert phone number> or email <insert email>.

Notes to editors:

About FareShare

FareShare is the UK's biggest charity tackling food waste to support social good. We take good-to-eat surplus food from across the food industry, sort it in our regional warehouses across the UK, and pass it onto a network of over 8,500 charities and community groups. These include school clubs, community centres and pantries, hostels, refuges, older people's lunch clubs, and hospices. Three quarters of the organisations we provide food to, support children and families. During the last financial year, 2022-23, FareShare redistributed the equivalent of nearly 128 million meals - that's 4 meals every second. The 55,000 tonnes of food we redistributed stopped 95,000 tonnes of CO₂ going to waste. www.fareshare.org.uk

Guidance for use of press release templates

1. Fill in the blanks of the above press release with your own name/details of your group and specific details of your fundraising campaign.

2. Specific notes on the text as follows:

*This opening sentence can include either the group's name or a description of them, e.g. "School children from xx" or "A team of staff from xx".

**Use this section to provide a couple of sentences about the event itself. If a challenge/adrenaline event, try to be specific about how difficult it is and/or why it is such a challenge for the fundraisers. If a community event, please include details of how people can get involved.

***This quote should be attributed to a named representative of the group.

3. Once all the gaps have been filled in, copy and paste the document, including the logo and Notes to editors paragraph, into a blank e-mail.

4. Send the e-mail, along with an introductory note, to the news desks of your local newspapers and, if applicable, local radio – you can usually find these contact details via their websites.

5. Images – if possible, include a photograph of yourselves with the press release, or have one available to share if needed.