## Press release

 [XX/XX/20]

With pic

(write this here if you are attaching one)

# **Description of you (eg student, policeman, teacher, grandfather) is taking part in the The Big Bake 2020 to help beat brain tumours**

### **The Brain Tumour Charity aims to raise £200,000 to fund essential research and life-changing support**

### Firstname Surname Agefromyour home town or village(eg John Smith from Ascot) & friends, school, work colleagues, company will take part in the The Big Bake 2020.

This year, on 6 March, The Brain Tumour Charity is launching The Big Bake during Brain Tumour Awareness Month (BTAM) by baking a difference for everyone affected by brain tumours.

Firstname was inspired to take part in the The Big Bake 2020 after why you are baking – eg losing her father to a brain tumour three years ago.

Firstname said: “Quote her about your story, your inspiration, the story of those around you.

Add in any other comments here about your personal reasons taking part and your commitment to The Brain Tumour Charity

Every day, 32 people in the UK are diagnosed with this devastating disease. By taking part in The Big Bake, we’ll be helping to raise funds for vital research and life-changing support for people who are living with brain tumours and who urgently need a cure to be found.

The Brain Tumour Charity know that less than 2% of cancer research funding in the UK is spent on research into brain tumours. For over 11,700 people diagnosed each year, and their family and friends, this isn’t good enough.

The Big Bake’s aim is to raise £200,000 to enable scientists and researchers to discover better diagnostic techniques, develop new treatments and ultimately, find a cure.

Francesca Towson, head of community fundraising at The Brain Tumour Charity, said*: “Get ready to crumble! We are excited to announce our 2020 fundraising campaign during March’s BTAM (Brain Tumour Awareness Month), The Big Bake.*

*“The Big Bake is the perfect excuse to eat cake, have fun with family & friends and at the same time raise funds for a truly great cause.  Whether you choose to Bake it or Fake it…anyone can join in the fun.*

*“The Big bake is a chance to turn your coffee break into breakthrough research and for us to join together in March, in one huge effort to beat brain tumours.*

*“It really is as easy as pie, so join us for The Big Bake 2020 and show the world your true flour power.”*

Register to receive your [free fundraising pack](https://www.thebraintumourcharity.org/get-involved/fundraise-for-us/big-bandana-bake/#signup), containing everything you need to make The Big Bake event a huge success: <https://www.thebraintumourcharity.org/get-involved/big-bake/order-your-fundraising-pack-big-bake/>

**Ends**

**Photo:** if you are attaching a photo include a short description, the full names of anyone in it and their position in the picture.

For further information, pictures and media enquiries please contact:

Insert your name, email address and contact phone number(s).

# **Press opportunity:** if you can invite a journalist and/or photographer along, include details of timings they can be there and who they need to contact especially

*For further information, pictures and media enquiries please contact:*

insert your name, email address and contact phone number(s).

## Notes to editors

## About The Brain Tumour Charity

Registered Charity in England and Wales (1150054) and Scotland (SC045081)

We are the Brain Tumour Charity and we understand that when you, or a loved one, is diagnosed with a brain tumour, a cure really can’t wait. Every day 32 people in the UK are diagnosed with a brain tumour, yet changes in survival rates have barely improved in 40 years compared with other cancers, investment in research is low and diagnosis is still taking much too long. That’s why we’re working faster and going further to beat brain tumours sooner. A cure can’t wait.

Find out more at: [thebraintumourcharity.org](http://www.thebraintumourcharity.org)

Members of the Association of Medical Research Charities, The Information Standard, The Helplines Partnership and the Fundraising Standards Board



## Brain tumours – the facts

* Brain tumours are the biggest cancer killer of children and adults under 40
* Over 11,700 people are diagnosed each year with a primary brain tumour, including 500 children and young people – that’s 32 people every day
* Over 5,000 people lose their lives to a brain tumour each year
* Brain tumours reduce life expectancy by on average 20 years – the highest of any cancer
* Just 19% of adults survive for five years after diagnosis
* Brain tumours are the largest cause of preventable or treatable blindness in children. Childhood brain tumour survivors are 10 times more likely to suffer long term disability than well children. This accounts for 20,000 additional disabled life years for all the children who are diagnosed each year
* Research offers the only real hope of dramatic improvements in the management and treatment of brain tumours. Over £500m is spent on cancer research in the UK every year, yet less than 2% is spent on brain tumours