## Press release

 [XX/XX/21]

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 2021 to help beat brain tumours**

### **The Brain Tumour Charity aims to raise £100,000 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 2021.

This year, on Valentine’s Day and throughout February, The Brain Tumour Charity is launching The Big Bake 2021, by baking a difference for everyone affected by brain tumours.

The Brain Tumour Charity’s fundraising campaign is encouraging supporters to “butter up your nearest and dearest” this Valentine’s Day and throughout February by taking part.

This year’s campaign is The Brain Tumour Charity’s annual excuse for bakers and fakers alike to spread the love all for a good cause.

Firstname was inspired to take part in the The Big Bake 2021 after why you are baking – eg losing her father to a brain tumour three years ago.

Firstname said: “Quote here 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

The Brain Tumour Charity has teamed up with Bakedin, a family run, award-winning producer of home baking kits and mixes, to make this year’s campaign even easier, especially during these COVID times. Bakedin are providing discount codes, recipe ideas and online shop discounts to everyone taking part.

Every day, 32 people in the UK are diagnosed with this devastating disease. By taking part in The Big Bake 2021, 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 knows that less than 3% 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 campaign aims to change lives with every cake, pie and biscuit:

* Each **£15** raised could provide a ‘Brainy Bag’ for a child who has been diagnosed with a brain tumour, with child-friendly items such as a teddy bear, colouring book and blanket, and helpful information for parents too.
* Each **£100** in the pot could cover the cost of a genetic test to help doctors understand which type of treatment might be best suited to an individual patient – and most likely to be effective.
* Each **£250** will fund a days’ vital research into brain tumours.
* Each **£500** could help cover the cost of a researcher, to analyse tumour samples from people taking part in clinical trials, so that The Brain Tumour Charity can grow in understanding and keep driving forward towards a cure.

Your donation website address

Francesca Towson, Head of Community Fundraising at The Brain Tumour Charity, said*:*

*“We’re excited to announce that our baking fundraising campaign, The Big Bake, is back for 2021.*

*“This Valentine’s Day and throughout February, we’re calling on bakers and fakers alike to connect with those they love – virtually – and raise dough in aid of The Brain Tumour Charity to help us find a cure for brain tumours faster.*

*“Thanks to our amazing corporate partner, Bakedin, it’s really easy to get stuck into The Big Bake this year, and we’re providing all bakers with a double helping of Bakedin discount codes to use across their website.*

*“No matter what you decide to bake for your virtual Big Bake event – we hope you’ll join in and help us raise hundreds and thousands!”*

The Brain Tumour Charity is the UK’s largest dedicated brain tumour charity, committed to fighting brain tumours on all fronts.

They fund pioneering research to increase survival and improve treatment options as well as raising awareness of the symptoms and effects of brain tumours to bring about earlier diagnosis.

The Charity also provides support for everyone affected so that they can live as full a life as possible, with the best quality of life.

* Find out more: [**https://www.thebraintumourcharity.org/**](https://www.thebraintumourcharity.org/)

**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).

## 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 3% is spent on brain tumours