## **Press release for immediate use**

## [Insert date XX/XX/20XX]

## **[Headline here]**

## **e.g. Salisbury teachers take part in squat-athon to fund vital research into brain tumours**

[Opening Paragraph: explain who, what, where, where, when, how, how old, occupation]

e.g. Ten teachers from Salisbury are performing 100 squats a day throughout March in memory of a pupil from XX school who sadly died from a rare brain tumour.

The idea came about because XXX and has raised £XXX so far for The Brain Tumour Charity which is the largest dedicated funder of research into primary brain tumours globally.

It also offers comprehensive support services to all those affected by a diagnosis and campaigns for systemic change to healthcare policy.

[Insert personal story, link to fundraising page and quote from fundraiser/family member]

[Insert quote provided by Charity representative]

To find out more about The Charity’s work visit [www.thebraintumourcharity.org](http://www.thebraintumourcharity.org)

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For further information, please contact: [Insert email address and mobile number]

**Notes to editors**

Photos attached/available for download here:

**About The Brain Tumour Charity**

Every day in the UK, 34 people are diagnosed with a brain tumour, yet 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.

The Brain Tumour Charity funds an extensive, diverse portfolio of research across the UK and internationally to improve understanding of the complexities of brain tumours, find better diagnostic techniques and identify new treatments.

It also offers comprehensive support and information services including a helpline, free counselling, Information Standard accredited fact sheets, online peer-to-peer support and dedicated Children and Families, and Young Person’s Service.

The Charity is a member of the Association of Medical Research Charities, The Information Standard, The Helplines Partnership and the Fundraising Standards Board - Registered Charity in England and Wales (1150054) and Scotland (SC045081)

## **About brain tumours**

* Malignant brain tumours are the biggest cancer killer of the under 40s in the UK
* Around 5,300 people lose their lives to a brain tumour each year
* Only 12% of adults with brain cancer live for five years post-diagnosis
* Just 3.2% of the £700 million plus invested in UK cancer research funding in 2019/20\* was spent on brain tumours. (This includes £6.6m (approx. 1%) of funding by The Brain Tumour Charity)

Sources: Cancer research funding data (2022) Available at: <https://www.ncri.org.uk/how-we-work/cancer-research-database/funding-data> (Accessed: 23 May 2023).

Spend by Research & Disease Site (2021) UK National Cancer Research Institute’s Cancer Research Database. Available at: <https://www.ncri.org.uk/how-we-work/cancer-research-database/spend-by-research-category-and-disease-site/>

\*Pre pandemic figures have been used as the amount of research funding dropped in 2020/2021 because of the circumstances.