



Press Release – suggested wording



Sharing your story with the local media – if you feel comfortable doing so - can help to boost your fundraising and increase awareness.

Below is an example press release that you may wish to use to send to your local paper, website, radio or TV station. Remember it is only a guide and you can change it as you wish.

There are some example quotes in here from someone who has experienced miscarriage to give you an idea of the sort of thing you might like to talk about. But everyone's experience is, of course, different, and these are only a starting point – don't feel you need to say the same sort of things.

If you would like to send your story to the media, it is a good idea to include a photograph at the same time. Also be sure to include a phone number because they may have follow-up queries or questions.

Again, there is absolutely no obligation or expectation that you should share your story with the media – this is only a helpful tool for anyone who would like to.

Press release

[Insert place name] resident(s) aim/s to make miles matter for the Miscarriage Association

People across the [insert place name] community are being to support local [insert name(s)] who is/are taking on a challenge this July to help support people affected by pregnancy loss.

[Insert name(s)] has signed up for the Miscarriage Association's Miles That Matter 21 – a month-long initiative to raise funds to continue the charity's work in providing vital support and information.

An estimated 1 in 4 pregnancies end in miscarriage – that's around 21,000 pregnancies expected to be lost in July alone.

To raise awareness of that figure, the Miscarriage Association is asking people to complete an activity associated with the number 21.

[Insert name(s)] has chosen to take on the challenge of [describe challenge, eg 21,000 steps].

[Insert name(s)] explained why they are taking part in the fundraising drive.

[Example quotes]

... lost a baby in ... She/he/they said: 'Pregnancy loss is an incredibly difficult thing to come to terms with. When you find out you are pregnant, you can't help but picture your life as a parent.'

'I started thinking about clothes and names for the baby. I had a mental picture in my head about what the nursery would look like.

'But when we found out we had lost the baby, everything just came crashing down on us and we didn't know who to turn to.

'The Miscarriage Association provided emotional support when we were at our most vulnerable, not just to me but to my partner too. That's why I'm doing this challenge to give back.'

The Miscarriage Association is a UK-wide charity that offers support and information to anyone affected by miscarriage, ectopic or molar pregnancy.

The charity provides a helpline to give one-to-one support as well as online resources which help thousands of people every year to get through the emotional and physical distress of pregnancy loss.

In many cases it also goes on to help couples with managing the anxiety of pregnancy after loss.

The Miscarriage Association also works with health professionals to promote good practice in medical care, support clinical research and strives to raise public awareness of the facts and feelings of pregnancy loss.

To support [insert name] please visit their fundraising page at [insert giving page link].

Ends

For more information, contact [include your contact details].

A photograph is attached and I give my permission for its use.