



Charity No: 1106234  
Registered Charity No: 5244460

### TEMPLATE PRESS RELEASE

Please read the information below and then delete this box

**Instructions:** Complete the information in [red and brackets], remembering to delete the brackets afterwards and change all the text to black.

When you're happy with your press release paste it into the body of an email and send it to your local media.

This press release can be adapted to send out after your fundraising activity too, just change to the past tense and send with some photos of your activity.

#### Media Release For immediate release

**[Date]**

**[Headline..... in aid Hampshire and Isle of Wight Air Ambulance  
write a simple headline for your press release]**

[Full name, age] from [area] is organising a [name of activity] to raise funds in aid of Hampshire and Isle of Wight Air Ambulance, [and everyone is invited]. The [name of activity] which is taking place at [venue] on [date] at [time] will include [more details about your fundraising activity and how you will be raising the money ie summarise your story in this first paragraph].

[Include additional information that builds the story further and gives it significance – think about the 'who, what, when, where, why, how'. Include details on your motivation for fundraising for HIOWAA.]

All the money raised from the [activity] will help ensure Hampshire and Isle of Wight Air Ambulance keep flying and saving lives.

A leader in helicopter emergency medical services (HEMS), Hampshire and Isle of Wight Air Ambulance delivers the highest standard of patient care to the people of Hampshire and the Isle of Wight. Every day the Air Ambulance crew provide an efficient, prompt response to road traffic collisions, sporting accidents, collapses, and many other incidents. The helicopter is called out many times per day, and these missions are often life-saving.

Funded solely by donations, Hampshire and Isle of Wight Air Ambulance receives no government funding for operational purposes, relying entirely on the generosity of the people and businesses of Hampshire and the Isle of Wight.

[Name] said: “[Insert a quote about why you’re doing what you’re doing for HIOWAA. You could say something along the lines of ‘I wanted to give something back to Hampshire and Isle of Wight Air Ambulance after my friend was rescued by the Air Ambulance following an accident. I’d like to invite everyone to our [name of activity] to help raise funds in aid of Hampshire and Isle of Wight Air Ambulance to help keep the Air Ambulance flying. It’s going to be a fantastic event with [details about your activity]. The more money we raise, the more we can help people locally.”]

[Add a ‘call to action’ - What do you want people to do as a result of your media coverage? Attend, donate (if so, include a justgiving page), buy tickets. Include all the details such as phone number, email and website, or venue.]

- ENDS -

**For further information, please contact [name], on [email address] and [phone number, preferably a mobile so a journalist can get hold of you quickly]**

**Notes to Editor:**

**About Hampshire and Isle of Wight Air Ambulance (HIOWAA)**

Ordinary People. Extraordinary Care. Supported by you.

Through your support, Hampshire and Isle of Wight Air Ambulance brings an advanced Critical Care Team to people in Hampshire and the Isle of Wight when they need it most.

Available both day and night, 365 days a year, the Air Ambulance Critical Care Team is called out many times a day to attend to road traffic collisions, sporting accidents, collapses and many other incidents. Highly skilled crews of doctors, paramedics and pilots can be at the scene of an incident within minutes, ready to deliver the same level of care that you would expect from a hospital emergency department.

The Charity operates an Airbus H135 which is specially equipped and optimised for night operations as well as Critical Care Team Vehicles. The vehicles have parallel capability to the Air Ambulance and are crewed by a team of HIOWAA doctors and paramedics.

It currently costs £15,000 a day to maintain our life-saving service, and it is only thanks to the generosity of the communities that we serve that we are able keep the Air Ambulance flying and saving lives.

Visit [www.hiowaa.org](http://www.hiowaa.org) for more information.