



Instructions to Rotary press officers – please copy and paste the text in this press release into a word document and replace the red text with your information. If you have a celebrity joining in, put that in the headline. Do not use this blue text.

[club name e.g. Misbourne Matins] Rotary Ride against prostate cancer needs you

The national cycling event, Rotary Ride, is returning to **[your town/region name]** in **[month]** to help beat prostate cancer and get everyone out and about. **[This year, celebrity/athlete/well-known person name is joining in the action. Details if appropriate.]**

[Insert your Rotary club name] is inviting members of the public to enjoy a super day out by saddling up for **[type of ride e.g. fun ride, long distance, static]** at

Venue name and address

Date

Time

All funds raised are going to **[name of prostate cancer charity you are supporting]** from collecting **[sponsorship, donations on the day]**.

[People can turn up on the day/people can register to ride] [with their bikes and helmets/ride a set distance on the static bike etc]. Many events are taking place across the country over the Father's Day weekend or nearby dates when thousands of supporters will be cycling to raise money for the fight against prostate cancer.

[Local spokesperson name, title], explains: "Prostate cancer does not care who it affects or the devastation it causes to patients and their families. We do care. That's why we're holding this ride in our area. One man dying every 45 minutes is a startling figure and we are doing what we can to bring that down."

“This is a chance for members of the public to fight this cancer. We have created an event for all to take part in, regardless of age and ability. Everyone will find something to do and I am delighted that we are supporting **[insert the name of your chosen prostate cancer charity]**. Even if you are not a cycling fan, you can come along and have a great time cheering people on or **[insert other activity here if relevant]**.”

If you would like to be part of this great day out, get pedalling for your local Rotary Ride by contacting **[insert your name]** from **[club name]** Rotary on **[contact details]**.

NOTES TO EDITORS

For more information and interviews please contact **[name]** on **[phone number]** or **[email address]**.

Rotary International in Great Britain & Ireland is a volunteer organisation where members use their skills and their time to improve the lives of others while having great fun in the process.

There are hundreds of Rotary clubs across Great Britain and Ireland with thousands of members. Rotary is open to anyone aged 18 and upwards. All that is required is a positive attitude and a sense of adventure.

Rotary International was founded in 1905 in Chicago and is now the world’s largest international service organisation with 1.2 million professional men and women as members. There are 33,000 clubs in 200 countries and geographical areas.

Find your next adventure, visit rotarygbi.org.