**INSTRUCTIONS: This is a template press release for Rotary clubs and groups taking part in a Countryfile Ramble for BBC Children in Need activities in 2018. You will need to tailor this release if you are hosting different or additional activities.**

**All text in red needs to be replaced with your own information. This includes the logo at the top of this page. We recommend that you avoid Rotary jargon or acronyms, as this makes the story more difficult for the general public to understand.**

**To: [town/city/area name]** media  
**From:** Rotary in **[town/city/area], [your name], [your phone number], [your email]**  
**Date: [date that you send this press release to your media contacts]**  
**Subject:** Rotary in **[town/city/area]** supporting BBC Children in Need 2018

**[HEADLINE]**

**[Rotary club name]** is joining fundraisers across the country in supporting BBC Children in Need 2018.

The club will be organising its very own Countryfile Ramble for BBC Children in Need, giving participants chance to raise pounds by walking miles!

The **[event name]** will take place on **[event date and time]** and the club are looking for participants to get their walking boots on, head out into the great outdoors and get rambling.

The ramble will **[enter details of the ramble’s location, terrain and distance. You might want to mention of the highlights en route, perhaps a stunning stretch of countryside or any local stop offs such as local towns or places of interest.]**

Now in their fourth year, the Countryfile Ramble for BBC Children in Need is one of the highlights of Pudsey’s fundraising calendar, and has already raised over £4 million.

**[Club spokesperson]** said, “We’re really looking forward to supporting this year’s BBC Children in Need and our ramble is shaping up to be great fun.”

“The work that BBC Children in Need does is so closely aligned to work of Rotary, in supporting disadvantaged young people and helping to change their lives for the better.”

Last year, Rotary clubs across the country had a record-breaking fundraising year, collecting over £134,000 for BBC Children in Need through fun events and activities.

BBC Children in Need’s vision is that every child in the UK has a safe, happy and secure childhood and the chance to reach their potential. The charity currently supports over 2,700 projects across the UK, and in the last year, helped change 582,000 young lives.

It is one of so many worthy causes that Rotary clubs across the country get involved in to support to improve the lives of people living in our local communities.

**[Enter details of other recent initiatives or projects the club has got involved with.]**

ENDS

**Notes for Editors:**

To arrange an interview, please speak to the person named at the top of this press release.

**About [Rotary club name]**

**[This extract, known as a boilerplate, gives you the opportunity to provide additional information about your club for the media. A suggested format has been included below.]**

**[Club name]** has been serving the community of **[town/city/area]** for **[X]** years.

The club currently has **[X]** members and meets **[enter meeting frequency, venue, days, times etc.]**

The club has supported BBC Children in Need for **[X]** years and is one of many volunteering activities the club is involved in.

**[Enter brief details of other club projects/activities/fundraisers.]**

**[Website: XXX] [Facebook: XXX] [Twitter: XXX]**

**About Rotary International in Great Britain & Ireland**

Rotary International in Great Britain & Ireland is a membership and humanitarian service organisation. Through membership of their local Rotary club, members use their time and talents to make a difference in communities around the world.

There are over 1,750 clubs in Great Britain and Ireland with 48,000 members. Rotary is open to anyone over the age of 18 who wants to give back to their community, meet new people and have fun.

Website: Rotarygbi.org Facebook: /RotaryinGBI Twitter: @RotaryGBI

**About BBC Children in Need**

The BBC Children in Need Appeal is a charity registered in England and Wales (802052) and Scotland (SC039557). Its aim is to make a positive change to the lives of disadvantaged children and young people across the UK.

BBC Children in Need’s vision is that every child in the UK has a safe, happy and secure childhood and the chance to reach their potential.  We will realise this vision by supporting, promoting and publicising work that addresses the challenges that children and young people face and work that builds their skills and resilience.

BBC Children in Need is currently supporting over 2,700 projects in communities across the UK that are helping children and young people facing a range of disadvantages such as living in poverty, being disabled or ill, or experiencing distress, neglect or trauma.

More information about BBC Children in Need can be found at [www.bbc.co.uk/Pudsey](http://www.bbc.co.uk/Pudsey)