

# Press release

**[EVENT NAME]**

**[INSERT HOMETOWN]** resident **[INSERT FORENAME AND SURNAME]** will be **[ACTION]** this **[DATE]** as part of a fundraising campaign to raise crucial funds for the country's most vulnerable veterans.

**[INSERT FORENAME or GROUP]** is supporting Royal British Legion Industries' by holding a **[INSERT EVENT/CHALLENGE NAME]** which will see participants **[DETAILS]**.

**[GIVE MORE DETAILS ON THE AMOUNT OF PEOPLE PARTICIPATING, AMOUNT RAISED OR AIMING TO RAISE AND IF YOU WANT OTHERS TO JOIN YOU].**

Every penny raised by the campaign will go directly to RBLI's wide range of services providing a home, welfare and employment support to military veterans.

RBLI, which is a separate charity to the Royal British Legion, provides a home to more than 300 veterans and their families through its Kent village, including homeless veterans through their emergency accommodation Mountbatten Pavilion.

At the heart of the village is the charity's social enterprise factory, Britain's Bravest Manufacturing Company, which provides employment opportunities to veterans and people with disabilities. Throughout the pandemic, the team in BBMC have been helping to keep the country running producing signs for major infrastructure projects, pallets for the transportation of food and ventilators, and hand sanitizers for the telecoms industry. The team have also been fulfilling the thousands of challenge fundraising packs which includes a beanie hat and booklet printed professionally in-house.

All veterans living on the village are provided with a tailored welfare support programme to help them regain their independence and overcome challenges caused by physical or mental disability, drug or alcohol dependency, and unemployment.

**[INSERT FORENAME]** said: "**[INSERT QUOTES ON WHY YOU ARE TAKING PART, WHAT ATTRACTED YOU TO THE CHALLENGE, WHY YOU WANT TO SUPPORT MILITARY VETERANS etc]**"

To support **[INSERT FORENAME]** as they fundraise for RBLI, go to **[INSERT FUNDRAISING PAGE]** and visit **www.rbli.co.uk** to find out more about the vital work RBLI does to support the nations heroes.



Royal British Legion Industries (RBLI) Charity No. 210063. RBLI, Hall Road, Aylesford, ME20 7NL, Kent



RBLI is completely separate to The Royal British Legion and receives no financial support from the annual poppy appeal. The charity must raise its own funds to deliver care and employability support, and build more homes

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## NOTES TO EDITORS

For more information about RBLI, photographs or interviews, please contact **Nicholas Wesson**:

Tel: **01622 795992**

Mobile: **07500 602008**

Email: **nicholas.wesson@rbli.co.uk**

About RBLI (Royal British Legion Industries)

Established in 1919, Royal British Legion Industries is a leading military charity providing employment, welfare, and housing support to veterans of the British Armed Forces, their families and dependants; as well as people with a disability or health condition, and those who have been long-term unemployed.

- Royal British Legion Industries is a separate charity from The Royal British Legion but has a shared ethos of supporting the Armed Forces community.



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 [rbli.co.uk](http://rbli.co.uk)

 [fundraising@rbli.co.uk](mailto:fundraising@rbli.co.uk)

 [@RoyalBritishLegionIndustries](https://www.facebook.com/RoyalBritishLegionIndustries)

 [@RBLICharity](https://www.instagram.com/RBLICharity)

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## TOP TIPS

Make sure to attach photos to your press release. If you're writing it before the event has taken place, use photos of you training or holding an RBLI poster. If you have a personal reason for supporting us, use related images, like family photo, to help tell the story. If it is after the event, a photo of you with your finishers medal or a shot of some volunteers at your event is great. Try to include something from RBLI, like a t-shirt or banner if you have one. And don't forget to include names and ages and make sure you have permission from anyone in the photo!

To get your press release out there, call the newsdesk of your local papers and radio stations. You can find contact details on their website or social media. If you speak to the newsdesk they can let you know the best contact to email your press release to.

Remember to try and send the press release before or as soon after the event as possible - many weekly papers won't publish 2 weeks after the event.

## Good Luck!



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 [rbli.co.uk](http://rbli.co.uk)  
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