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| **Person Writing Press Release:** |  | |
| **Date:** |  | |
| **Please email your press release to** [**fundraising@saraleetrust.org**](mailto:fundraising@saraleetrust.org) **for approval before sending** | | |
| **Trust Approval:** | |  |

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Registered Charity 1055048

**[Name or type of business/school] to hold [type of event]   
for The Sara Lee Trust**

The [insert group/business/school name] from [insert location] is holding a [insert type of event] on [insert date] to help raise funds for The Sara Lee Trust who provide free counselling and complementary therapy care to people across Hastings and Rother who are affected by cancer and other life threatening illnesses.

The event invites [locals/friends/customers/families] to enjoy a fun-filled day including [insert example activities/agenda]. With help from supporters, the [insert group/business/school name] is hoping to raise [insert amount] through [insert raffle/ticket sales etc.].

Katie Jones, Fundraising Manager for The Sara Lee Trust, said: “We are very grateful that [insert school/business name] is holding such a fantastic event to help us fund our vital support to people affected by a life threatening illness. It’s going to be a great [day/night]. Money raised from the event will enable us to support more local people by providing a ‘Hand To Hold’ for them during an incredibly difficult time.”   
  
The Sara Lee Trust is a local charity that began with one therapy room back in 1996 and now provides therapy care to hundreds across Hastings and Rother. Including patients at St Michael’s Hospice, Rye, Winchelsea and District Memorial Hospital and at The Trust’s very own Therapy Centre in Sidley, Bexhill. The charity relies almost entirely on voluntary donations and thanks to the generosity of its supporters has helped thousands of people to live life to the full, in spite of the cancer within.

For full details about [insert type of event], visit [website address/facebook page].

**-End-**

**Notes to editor:**

The Sara Lee Trust aims to improve the lives and well-being of people affected by cancer and other life-threatening illnesses in the Hastings and Rother area through the provision, free of charge, of psychological and counselling support, creative and complementary therapies, and therapeutic group activities.

We are the dedicated provider of specialist end-of-life counselling and complementary therapy services to patients of St. Michael’s Hospice (St. Leonards on Sea) and the Rye, Winchelsea and District Memorial Hospital.

We are committed to making our service accessible to all in an area where deprivation, early death and health inequalities are significantly worse than the national average. Complementary to medical care, the Trust offers time, meaningful touch and support, so that each person may live life as fully as possible, even with a life threatening diagnosis.  
  
The Sara Lee Trust operates 6 charity shops in Hastings, St. Leonards on Sea and Bexhill which stock a wide range of donated goods, the sale of which help to fund our services.

**For more press information or opportunities please contact:**

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