

## PRESS RELEASE TEMPLATE.

LOCAL RESIDENT **[INSERT NAME/S]** TAKES UP FUNDRAISING CHALLENGE FOR ADD INTERNATIONAL TO HELP DISABLED PEOPLE LIVING IN POVERTY CLAIM THEIR RIGHTS.

Date: **[Insert date]**

Local resident **[Insert name/s]** of **[Insert location]** will be **[name and description of fundraising event]** to raise money for ADD International, a global disability rights organisation.

Disabled people living in poverty are among the most marginalised and stigmatised people on earth. Often, they have no access to basic human rights, education, or the opportunity to earn a living. The funds raised by **[Insert name/s]** will support ADD International's work to give disability activists in Asia and Africa the tools and skills they need to challenge the stigma in their communities and bring about positive change.

**[Insert name/s]** is aiming to raise **[insert target amount]** by **organising/ taking part in (delete as appropriate) an event/challenge on [Insert date] at [Insert location] starting at [Insert time].**

"I have chosen to support ADD International by **[insert details of fundraising event/challenge – remember to think about why your challenge might be particularly difficult, fun or unique]** because **[Insert reasons – for example, why do you support ADD International? Why do you want to help people with disabilities?]**." says **[Insert name/s]**.

To contribute towards **[Insert name/s]**'s fundraising efforts, please visit **[Insert online fundraising (JustGiving) URL]**

- ENDS -

INDEPENDENCE, EQUALITY AND OPPORTUNITY  
FOR DISABLED PEOPLE LIVING IN POVERTY.

 +44 (0) 1373 473 064  [info@add.org.uk](mailto:info@add.org.uk)  [www.addinternational.org](http://www.addinternational.org)

 ADD International, The Old Church School, Butts Hill, Frome, BA11 1HR

ADD International. Registered in England and Wales as Action on Disability and Development. Company no. 2033925. Charity Commission no. 294860



For further information on this event, please contact: [\[Insert name\]](#) [\[Insert phone number\]](#) [\[Insert email\]](#) or for more information about ADD International, contact ADD International's fundraising team on Tel: 0300 303 8835 (Mon-Fri, 9am-5pm) Email: [info@add.org.uk](mailto:info@add.org.uk)

### **ABOUT ADD INTERNATIONAL.**

ADD International is a disability rights organisation that strives for independence, equality and opportunity for all disabled people. Their mission is to achieve positive and lasting change in the lives of disabled people, especially those who are stigmatised and marginalised living in poverty in Africa and Asia. ADD International partners with disability activists in Africa and Asia to build powerful movements for change. They provide disability activists with access to the tools, training and resources they need to achieve their full potential and lead strong and sustainable organisations. They then help these activists connect with each other to build wider movements and promote the rights of disabled people. For more information please visit [www.addinternational.org](http://www.addinternational.org)

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