



Share your story

As well as raising sponsorship for your Marathon in May you could also help us raise awareness of SMA by sharing your story with the local press.

Visit your local newspaper's website and you should find contact details to use to email your story. You may wish to enclose some eye-catching photos of you taking part in your Marathon in May and send these with the story, or invite your local paper to take a photo of you. Don't forget to ask permission of anyone who is in the photo.

You could also contact your local radio station who may be able to include your story in a regular charity slot or even invite you to be interviewed on air!

Below is a sample Press Release which you may like to use, simply tailor it so it applies to you. If you would like an electronic copy of this or would like any additional support please email rebecca.lewis@smasupportuk.org.uk

Top Tips to get your story in the news

- **Include your press release content in the main body of the email – don't send lengthy attachments. That way the reporter can see straight away what your story is about**
- **Get snappy – include a picture of those who are taking part and make sure you include our SMA Support UK branding. Take a look at our merchandise which includes running vests and polo shirts or order a Free Fundraising pack which will include enough bunting and balloons to brighten up any background.**
- **Be more social – don't be too disappointed if you don't make the pages of your local paper – upload your story and photos to Social Media and encourage your family and friends to get sharing.**

PRESS RELEASE – FOR IMMEDIATE RELEASE

[Rebecca Lewis] from [Alcester] is completing a 'Marathon in May' on behalf of Spinal Muscular Atrophy Support UK, the charity that [supports her niece, two year old Eliza.]

[Rebecca] challenged herself to walk a mile a day and her steps were uploaded to her online fundraising page so that her supporters could see how she was doing. Her aim was to raise £100 in sponsorship over the month and she has already raised a total of over £80.

Marathon in May for SMA is a new Virtual Event which asks supporters to run, walk, roll or cycle the distance of a Marathon during the month of May. Unlike a traditional Marathon, you can do it whenever and wherever you like – it can even be a team effort with colleagues or classmates.

[Rebecca] is aiming to boost her total by holding a Bake Sale at her daughter's school. All money raised at the sale will help SMA Support UK continue providing it's free services to anyone affected by spinal muscular atrophy in the UK.

[Rebecca says; "Eliza has SMA Type 2 which means she needs a lot of support and care and SMA Support UK have provided amazing support to our family since she was diagnosed. I just wanted to do my bit to contribute to this appeal."]

To sponsor [Rebecca's] Marathon in May please visit [\[www.everydayhero.co.uk/rebeccalewis\]](http://www.everydayhero.co.uk/rebeccalewis). For more information please visit www.smasupportuk.org.uk

Notes for Editors

Spinal Muscular Atrophy (SMA) is a rare, genetically inherited neuromuscular condition. It causes progressive muscle weakness and loss of movement due to muscle wasting (atrophy). SMA is passed from parents to their children through the SMN1 gene which is carried by approximately 1 in 40 people in the UK.

SMA Support UK is an established charity that supports and empowers anyone affected by Spinal Muscular Atrophy. They are advocates for better services and access to new treatments, raise public awareness and fund research-related initiatives.

For more information please visit www.smasupportuk.org.uk