I**n aid of**

 

**PRESS RELEASE**

**Date: (Insert date of issue)**

**(Insert name of local area) man /woman organizes (insert title of event) for Kidneys for Life.**

**(Insert participant name, age)** from **(home town)** is organizing **(insert a brief description of event)** in **(insert place where event took place)** for Kidneys for Life, a charity based at Manchester Royal Infirmary (MRI) supporting kidney patients, adults and children, throughout the North West.

**(Insert name)** has set **(him/herself)** a fundraising target of **(amount)** by **(details of fundraising activity)**.

**(Name)** said, “ I decided to organize this event for Kidneys for Life because

**(insert details of why supporting the Charity is important to you, for example: a personal connection to kidney disease)**.

“I’m not expecting it to be easy but it’ll be worth it. I’ll have the satisfaction of knowing that the research I’m helping to fund will definitely benefit kidney patients. Research not only changes lives for the better – it saves lives”.

Professor Paul Brenchley, Head of Research at MRI and Chair of the Trustees, said, “ It’s thanks to people like **(name)** donating their time and support that Kidneys for Life is able to fund starter level research projects that focus on improving the early detection of kidney disease, developing better dialysis and transplantation techniques and prolonging the life of a transplanted kidney.

There is no cure for kidney disease so we want to ensure that patients receive the best possible care by focussing research on their needs”.

You can support **(name)** by making a donation either by calling **(name)** on **(contact details)** or visiting **(enter website address for online fundraising page)**.

For more information about kidney disease and Kidneys for Life please visit: [www.kidneysforlife.org](http://www.kidneysforlife.org).

**ENDS**

**For more information, please contact: (insert your name and tel. number)**

**Note to Editors:**

About Kidneys for Life:

The charity Kidneys for Life was founded in 1986 and is based in MRI, covering MRI, Manchester Children’s Hospital and Salford Royal Hospital.

Greater Manchester is one of the worst areas in the UK for the incidence and prevalence of kidney disease.

The kidney transplant unit at MRI is one of the largest in Europe, performing more transplants whilst achieving the best success rates.