

Fundraiser Press Release Template

DATE: 10th September 2020

EMBARGO: “For immediate release” or if you’re waiting for a launch date, “under embargo for date, time”

TITLE: ARTISTS, POETS AND MUSICIANS JOIN FORCES TO FUND MENTAL HEALTH RESEARCH AT FESTIVAL OF CREATIVITY

THE MOST IMPORTANT THING YOU WANT READERS TO KNOW: A group of South London creatives are using their art to promote honest discussion of mental health and raise awareness of the importance of research into mental illness.

YOUR FUNDRAISER – WHAT ARE YOU DOING? WHY? The event has been organised in support of MQ: Transforming Mental Health by artist collective Minds Matter. They’re hoping to see hundreds of local residents attend over the weekend of the 10th – 11th of October at Herne Hill Community Centre. The festival has been organised to coincide with World Mental Health Day 2020, which will take place on the 10th of October. Performances and workshops are set to include...

WHO ARE MQ? MQ is the UK’s leading mental health research charity. They’re transforming lives through research, helping to create a future where mental illnesses are understood, effectively treated and one day prevented. Their scientists investigate a huge range of issues: depression, anxiety, schizophrenia, bipolar disorder, eating disorders and more. They’re bringing together everything from cutting-edge neuroscience to social studies to find the answers we need – one in four of us are impacted by mental illness every year. In everything MQ does, they’re driven by one certainty: research can transform what it means to experience mental illness, starting now and for every generation to come.

QUOTE – FROM YOURSELF, SOMEONE AFFECTED, OR MQ (JUST ASK!): Dulwich and West Norwood MP Joe Bloggs, who will be speaking at the event, said: ‘I am thrilled that Minds Matter have brought together a diverse collective of artists, not only to raise awareness and start conversations around mental ill health, but to draw attention to the need for research in this area. We’re hoping that the local community will get behind this challenge to raise funds and awareness for MQ: Transforming Mental Health while listening to fantastic bands and attending the array of art workshops.’

CALL TO ACTION – HOW TO GET INVOLVED: Tickets cost £X and can be bought... / Sponsor by visiting... / Show your support and cheer them on...

- Ends -

BOILERPLATE – EXTRA INFORMATION

NOTES TO EDITORS

Contact: Name, Email Address, Telephone, Website, Social Media

Any additional event information/fundraising links...

About MQ: Transforming mental health through research

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Visit MQ's website: [MQ Transforming Mental Health](#)

MQ: Transforming mental health is a company registered in England and Wales (Co number 7406055) and a charity registered in England and Wales (Charity number 1139916) and Scotland (SC046075).