



MEDIA RELEASE TEMPLATE

I'm/we're taking the challenge and going to Legacy's Boss Bootcamp

My Staff/Students have dared me to undertake the challenge of Legacy's Boss Bootcamp, and I'm up for it!

You know, I thought being a Boss was tough, but then I spare a thought for our Australian defence personnel, they work under the harshest of conditions, in the world's most hostile environments, they leave their family for extended periods and work with immense responsibilities on their shoulders, and the ADF risk their lives for us! But, what if something were to happen to them, who would support and look after 'their families', Legacy will, Legacy does, and Legacy has been since 1923.

Legacy now needs help, help to raise the much needed funds to continue this support, and Boss Bootcamp is my/our way of helping.

Hi, this is me...

My name is:

My role (Job Title) is:

I work at/my business is:

My goal is to raise \$:

For more information you can contact me by email..... or phone.....

Why I/my team have decided to take the challenge...

Out of respect for those who fought, and those who still fight, for our country, and for our freedom.

It's my/our way of honouring the brave Armed Forces personnel of the First World War and in every conflict since, who've demonstrated the true meaning of 'service', by helping to provide for 'their families', those who have been left behind or who have been devastatingly impacted.

We're seeking support from everyone...

Our workplace/school is seeking support from everyone, staff/students, suppliers, customers, our peers, family and friends in trying to raise funds for Legacy families, wherever/however we can, and we are looking for your support in helping to promote our event.

What... Advise the media all about the event you will be holding?

When... Advise the media the day, date, time and place of the event?

Who... Advise the media who will be involved in the event?

Why... Advise the media why you are holding the event and what you hope to achieve, your goal!

Impact...

Today, Legacy's caring and compassionate service assists around 70,000 families and 1,900 children and dependants with a disability nationally. Since Federation more than 102,000 Australian servicemen and women have paid the ultimate sacrifice in theatres of operation around the world. Many others returned wounded, either physically or emotionally, from their exposure to war and service.

Legacy's commitment to assist the families of those who have served our country in the armed forces is long-standing; it started with a World War 1 digger's promise to his dying mate that he'd "look after the missus and the kids". Behind each member of the Australian Defence Force who risks everything, there is a family doing the same, and Legacy continues to assist the families of today's Australian Defence Force personnel who either lose their lives or health during their service or subsequently.

Legacy provides a range of social activities and essential services and support such as education expenses and dental care for children and youth, holiday respite, home maintenance, assistance with utility bills, advice and assistance with claiming pensions, financial counselling, legal advice, advocacy and much, much, more.

The youth support which Legacy provides is often critical and can make a real difference in the chances a young person has of a successful career, and in life in general, chances which are often diminished by the loss of a parent.

Hint: Try and keep the media release to one page if possible and it always helps to add an image of yourself or the proposed event!

