**PRESS RELEASE – For immediate release**

**[FULL NAME] from [TOWN] to hold [FUNDRAISING ACTIVITY e.g. bake sale/charity ball] in aid of Great Western Air Ambulance Charity.**

[FULL NAME] from [TOWN] is holding an [EVENT] at [LOCATION] to raise vital funds for Great Western Air Ambulance Charity (GWAAC).

It will take place on [DATE], and all the money raised will go towards keeping this lifesaving critical care and air ambulance service operational across Bath and North East Somerset, Bristol, South Gloucestershire, Gloucestershire, North Somerset, and parts of Wiltshire.

[NAME] decided to support GWAAC because [enter a sentence or two here with your reasons for taking part – for example, if you know someone who has been helped by the GWAAC Critical Care Team.]

[NAME] said “It’s such a vital service, and yet they receive no day to day funding from the Government or National Lottery. I’m looking forward to raising as much money as possible.” [Feel free to personalise your quote with additional information]

Ian Cantoni, Supporter Engagement Manager at GWAAC, said: “We’re so grateful to [NAME] for their generosity and support. We rely on the people we serve to help us raise the £4 million we need each year to stay operational. The money raised will help us to provide critical care to those who need it the most – saving more lives.”

For more information about the event go to [INSERT YOUR JUST GIVING PAGE]

For further information, please contact:

[INSERT CONTACT NAME AND PHONE NUMBER]

**ENDS**

**Notes for editors**

1. GWAAC provides the critical care and air ambulance service for 2.1 million people across Bath and North East Somerset, Bristol, South Gloucestershire, Gloucestershire, North Somerset, and parts of Wiltshire.
2. The GWAAC Critical Care Team consists of highly trained and experienced Critical Care Doctors, Advanced Practitioners and Specialist Paramedics in Critical Care, who bring the skill and expertise of a hospital emergency department to the patient.
3. In 2022 GWAAC was called to help 1,808 people in urgent need. The Critical Care Team is needed by an average of five patients a day, and rushes to treat them by helicopter or critical care car. On average each mission costs around £2,000 to attend.
4. The charity needs to raise over £4 million a year in order to remain operational yet receives no day-to-day funding from the Government or National Lottery.

**For further information regarding this event, contact:**

[NAME OF FUNDRAISER/SUPPORTER]

**For further information about Great Western Air Ambulance, contact:**

Claire Harris | PR and Communications Coordinator

0303 4444 999 | 07484 906493

Claire.harris@gwaac.com

[www.greatwesternairambulance.com](http://www.greatwesternairambulance.com)