

Below is a basic press release template. Please alter the highlighted sections to personalise this for your story.

PRESS RELEASE

[INSERT DATE]

## Ribbon Display coming to [LOCATION] for Baby Loss Awareness Week

Local Sands supporter [S, YOUR NAME], will be giving bereaved families in [your village/town/city] the opportunity to come together this Baby Loss Awareness Week, 9-15<sup>th</sup> October.

Baby Loss Awareness Week is led by Sands, a charity that works to save babies' lives and support bereaved families. The Week is a time for everyone in the baby loss community and beyond to come together, to remember much-loved and missed babies, and raise awareness of pregnancy and baby loss.

This special week is represented by its blue and pink ribbon logo. This image has been the inspiration to create Ribbon Displays up and down the UK, in every community, inviting those who have experienced loss to come together and remember their babies.

Blue, pink and white ribbons displaying the names of the babies being remembered will be added to the [LOCATION (DETAIL OF DISPLAY)] for all to see from the 9<sup>th</sup> October and will remain in place till the 15<sup>th</sup>.

[DETAIL HERE HOW PEOPLE CAN GET INVOLVED WITH ADDING A RIBBON AND DONATING, INCLUDE LINKS TO YOUR JUSTGIVING PAGE]

[MAKE SURE TO INCLUDE HERE IF YOU NEED TO THANK ANYONE WHO IS SUPPORTING THE DISPLAY, ESPECIALLY IF THEY HAVE PROVIDED MATERIALS/VENUE FOR FREE]

Currently in the UK, 13 families a day suffer the heartbreak of losing their baby before, during or shortly after birth. And at least 15% of pregnancies end in miscarriage.

[YOUR FULL NAME], volunteer coordinating the display, said:

*"During Baby Loss Awareness Week, I wanted to create a special display to remember all the babies lost, whether recently or long ago. I hope it starts conversations. [ADD SOME WORDS IF YOU WOULD LIKE TO, ABOUT A BABY OR BABIES YOU ARE COMMEMORATING THROUGH THE DISPLAY]."*

*"Sadly, pregnancy and baby loss affects families across the UK every day and they may feel they are alone in their grief. I hope the display raises awareness and breaks the silence surrounding pregnancy and baby loss, it is impacting so many people in our local community."*

*"All money raised from the display will go to Sands, so they can continue to support families and reduce baby deaths, by investing in research and championing better maternity care."*

More information about the display can be found on the display's Facebook event, [FACEBOOK EVENT LINK OR INSERT HERE THE ALTERNATIVE WAYS TO GET IN TOUCH] and for anyone who needs the support of Sands you can find more information on their website [www.sands.org.uk](http://www.sands.org.uk)

-Ends-

## Notes to editors

For further information, please contact [your name and details]

## About Baby Loss Awareness Week, 9th -15th October.

A week for everyone in the baby loss community and beyond to come together to remember and commemorate our much-loved and missed babies.

The week also provides an opportunity to raise awareness of the impact of pregnancy and baby loss; the importance that bereavement support plays in the ongoing bereavement journey; and of the vital work that is needed to improve pregnancy outcomes and to save babies' lives.

October 15 2002 was the inaugural Baby Loss Awareness Day in the UK and was initiated by a group of parents inspired by Pregnancy & Infant Loss Remembrance Day in the United States. Through the sale of handmade blue and pink ribbon pins they raised several thousand pounds for UK organisations supporting bereaved parents.

In 2006 the distinctive two colour ribbon was introduced and ribbon pins were made by bereaved parents with the help of their family and friends.

Sands, the UK's leading pregnancy and baby loss charity, plays a pivotal role in the organisation and promotion of the Week and since 2014 has taken a lead role to promote the week as part of its work raising awareness of the issues surrounding pregnancy and baby loss in the UK.

In addition to supporting bereaved people, many charities involved in Baby Loss Awareness Week work every day to prevent baby and infant deaths, pregnancy loss and maternal deaths.

Further information can be found at <https://babyloss-awareness.org/>

## About Sands

Every day in the UK, 13 babies are stillborn or die shortly after birth.

Sands is the UK's leading charity working to save babies' lives and support bereaved families. Sands' vision is a world where fewer babies die and when a baby does die, anyone affected receives the best possible care and support for as long as it is needed.

Sands is here for anyone affected by pregnancy loss or the death of a baby. The charity provides bereavement support services both nationally through its Freephone helpline, online community and resources, and locally through a network of around 100 regional support groups based across the UK and run by trained befrienders.

Sands works in partnership with health care professionals, trusts and health boards and offers a range of training programmes and bereavement care resources to ensure that every bereaved parent and family receives the best possible care wherever they are in the UK.

Sands supports and promotes research to better understand the causes of baby deaths and save babies' lives. The charity also raises awareness of baby loss and works with governments, key influencers and other stakeholders to make reducing the number of babies dying a priority nationally and locally.

Further information can be found at [www.sands.org.uk](http://www.sands.org.uk)