{*FUNDRAISERS – Please complete the parts in red and kindly return to* [*media@erskine.org.uk*](mailto:media@erskine.org.uk) *for official release approval. Thank you.*}

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**News Release**

**[Date]**

**Local [man/woman/title] from [location] will [run/swim/row etc – insert activity] to raise funds for Erskine Veterans Charity**

[Insert name & age] from [home location] will [type of activity] to help raise funds for Veterans in Scotland.

Through ‘[insert activity] , [insert name] hopes to raise [£x] for Erskine. [Fundraiser name] says “[quote from you! Say something about how you are feeling and why you are taking on the challenge for Erskine]”

Sara Bannerman, Head of Fundraising and Communications at Erskine, added: “We are grateful to [fundraiser name] for taking on such a fantastic challenge. Money raised from the challenge, will go towards ensuring Erskine can continue to provide the very best futures for our Veterans when they need it most. Good Luck [name]!”

To sponsor [insert name] visit their fundraising page online at [insert link]

* **Ends -**

**Photo Notes:**

**Photo 1 (L-R) [Insert description of image and names where suitable]**

**For further information on Erskine or any media enquiries, please contact Susan Hamilton, Communications Officer, on 0141 814 4719 or email** [**susan.hamilton@erskine.org.uk**](mailto:susan.hamilton@erskine.org.uk)

To find out more about Erskine’s work please visit our website at [www.erskine.org.uk](file:///C:\Users\eleggate\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\OCYZ3LLV\www.erskine.org.uk), follow on twitter @ErskineCharity via Facebook [www.facebook.com/ErskineVeteransCharity](file:///C:\Users\shamilton1\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\W2TA12CG\www.facebook.com\ErskineVeteransCharity) or listen to Erskine Veterans Radio at [Erskine.org.uk/radio](file:///\\ersk-drives\Communications\COMMS%20MEDIA%20FOLDER\NEWS%20RELEASES\NEWS%20RELEASES\2021\SUSAN\Door%202%20Door%202021\Erskine.org.uk\radio). To donate directly to Erskine, please visit [Erskine.org.uk/donate](https://www.erskine.org.uk/donate)

**Notes to Editor**

**Erskine** is a family. Our strength lies in the very special blend of dedicated care, compassion and understanding we offer to our residents and their families. When Erskine was founded in 1916, our aim was to care for Service men and women who had been injured in active service. **Today, care remains the cornerstone of our philosophy. We not only care *for* our Veterans – we care *about* them.**

As Scotland’s foremost provider of care for Veterans and their spouses, Erskine provides unrivalled nursing, residential and dementia care in homes throughout Scotland. We also assist younger Veterans who need help to begin the next chapter of their lives, offering social, recreation and training facilities at our Activity Centre and employment opportunities in partnership with Scotland’s Bravest Manufacturing Co.

On our Veterans Village in Bishopton we have 44 cottages for Veterans and their families as well as five Assisted Living Apartments and 24 Transitional Supported Accommodation Apartments - supporting Veterans of all ages.

**As a charity, we rely on the generosity of our supporters to maintain our commitment to care for Scotland’s Veterans – without donations we simply cannot continue this work.**