**Draft Press Releases**

**Below are sample press releases that a club could send to the media. Please ensure that you update the unfinished sections with relevant details from your Club.**

**Example Press Release for a New Club**

Headline: New <Insert club name> launches in <Insert town>

<Insert Date of Press Release>

**PHOTO OPPORTUNITY:** Adorable twins and cute-as-a button triplets and their parents are happy for press to come and take pictures of the new <insert club name>.
Address and Time: <Insert details>
Contact number: <Insert details>

There’ll be double the love and triple the tickles at a new club set up especially for families of twins, triplets and more.

The new Twins Trust-registered <Insert club name> has launched in <Insert town> this month and is welcoming new members along.

The club was set up by <Insert name>, a mum to <insert details eg twin boys>, who wanted a chance for parents who know the joys of raising twins, triplets or more to meet each other and swap tips and anecdotes together.

<Insert first name> said: <Insert quote>
Example quote: “*The club is a great opportunity for mums and dads to bring along their little ones so the children can share toys and play together while us parents watch over them and have a catch up.
Raising twins and triplets can be quite a handful at times, so being able to meet other parents who know exactly what you’re going through can be a real blessing.
We all support each other and if someone is having a rough day, we all rally round to cheer them up. We all know having twins or triplets is a rare and special treat and we love seeing them all play together.”*

The club meets at <Insert address> on <Insert day, frequency> from <Insert times>. Any families with multiple birth children are welcome to attend. Parents-to-be of twins or triplets are also welcome to go along to get a glimpse of what life will be like.

<Insert first name> said: <Insert quote>
Example Quote: *“We welcome along bumps too as there are so many questions to ask when you’re pregnant with multiples. We also recommend pregnant ladies visit* [*www.tamba.org.uk*](http://www.tamba.org.uk) *to access their pregnancy resources and sign up to the charity’s Pregnancy Countdown Tool and antenatal classes.”*

Twins Trust is a UK-wide charity set up to support families of twins, triplets and more, from pregnancy right through to birth, school and beyond.

To find out more about Twins Trust visit [www.tamba.org.uk/clubs](http://www.tamba.org.uk/clubs) or to join the <Insert club name> search for <Insert Club Name> on Facebook.

Notes to Editors
If you’d like to come along and take photographs at our next club meeting please call <Insert name> on <Insert telephone number>. For information on multiples and statistics on twin and triplet births contact Twins Trust Press Office on <Insert Press office email> or call 01252 332344.

**Example press Release for a Clubs Fundraising Event**

Headline: <Insert Headline of what you are doing>
Example headline: Welly Waddlers preparing to make a splash at fundraising event

MEDIA PHOTO CALL

WHAT? <Insert club name> are doing a fundraising <Insert event>

WHEN? <Insert date and time>

WHERE? <Insert address>

DETAILS: <Insert club name> is a local group for families with twins, triplets and more. On <insert day>, youngsters from babies up to preschool toddlers will be doing a <Insert event> to raise money for Twins Trust <Insert appeal eg Research Rocks>. At one time or another, most of the families in <Insert club name> have been helped by Twins Trust, from pregnancy information to tips on safe sleeping for multiples and using the charity’s helpline number.
Twins Trust <Insert appeal name> is raising money for <insert basic appeal information>. It’s aim is to <Insert appeal information>. (Twins Trust can supply this information)

To make a donation towards the sponsored <Insert event>, visit <insert fundraising page eg just giving>

CONTACT: <Insert name>, <Insert Club name>, <Insert Telephone number> for information about the club/contact on the day.

Or contact the Twins Trust Press Office on 01252 332344 for further information about Twins Trust and what the money raised will help pay for.

**Example of Press Release for a Club faced with Closure**

**Headline: Local club providing a ‘lifeline’ to multiple birth families faces closure**

The <Insert club name> runs <insert frequency of meetings eg weekly> and welcomes over <Insert number> families from the local area with twins, triplets or more from birth to pre-school age. The club offers play areas for the children, an organised activity each week and a much needed opportunity for parents to socialise. Due to <Insert reason> the club now faces closure, potentially leaving parents of multiples feeling very isolated.

Multiple birth families require special support to be able to meet the unique challenges that they face. Caring for more than one child of the same age is a very different experience to having only one child or two children of different ages. Local multiples groups offer parents of multiples friendship, support and reassurance from other parents that can identify with their situation.

A parent of <Insert details eg twin girls> said <Insert quote>
Example quote: “*We are so upset about the potential closure of the group. Having multiple babies is overwhelming; the group has been so supportive and helped me through some difficult times*.”

Keith Reed, Twins Trust CEO, said “I’m extremely saddened to hear of the potential closure of <Insert club name>. Getting support from outside the family can be of great help and equip parents with the confidence they need to enjoy the unique experience of raising multiples.”