



# A PRESS RELEASE EXAMPLE

News Release

For immediate release (optional or date)

....(name) to celebrate her 100th birthday with local dignitaries at .....

..... (name) will be having a double celebration next ..... e.g. (Monday, Tuesday) ..... (date and month) at .... (time) at her local almshouse home, ..... (name of almshouse and address).

Not only will she be having tea and a special cake with ..... e.g. (local dignitaries/friends/family), she will be ..... e.g. (visited by) ..... from The Almshouse Association which is currently celebrating 75 years of providing support to local almshouse charities and their communities.

**(Main text)**..... Already cards are arriving and arrangements are in full swing with staff and local volunteers determined to give her a special day. The great grandmother of nine and grandmother of four is an amazingly strong woman and always used to make cakes for special occasions.

**(More about your particular almshouse and the part you play in your local community)** ...

**(Quote)** .... "We are delighted to ....." says ..... trustee/clerk/manager of ..... For over 1000 years the almshouse movement has been providing affordable community homes for local people in housing need and this model is still very relevant today. Almshouses are growing at their fastest rate since the Victorian era and could be considered part of the solution to the affordable housing crisis today.

Anything local which would be of interest .....

- Ends -

**After completing the text please include:**

### Notes to Editors

[Media are invited to attend ... or ... pictures will be available after the event]

### About

[Put your charity name here]

[Please include details here of your charity in a few short paragraphs]

### Contacts

[Your name and telephone number – preferably a mobile number for contacting you out of hours]

**Please include the text below at the end of your release:**

### About

#### The Almshouse Association

*The Almshouse Association is a membership charity that represents a network of over 1600 independent almshouse charities across the UK. These charities own and manage over 30,000 almshouses, supporting approximately 36,000 residents, providing affordable, micro-community homes for local people in housing need.*

*Almshouse charities are uniquely placed to understand and be responsive to local needs. As an umbrella organisation, the Association assists trustees and clerks of these local charities to manage their resources effectively, support them to provide good quality, micro-community housing for their beneficiaries, promote the welfare and independence of their residents and preserve the historic tradition of almshouses for future generations. Its heritage and expertise makes it possible for the Association to campaign on behalf of member charities and influence national policies.*

*The Association also provides loans, grants and funding advice to member charities for redevelopment and refurbishment of their almshouses, as well as crisis support.*

*The Almshouse Association has the expertise and national reach to help almshouse charities tackle the affordable housing crisis.*

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## #SupportAlmshouses

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