Template release instructions:

1. Replace phrases/words in red with your info, and any additional information you want to include, then change all font colour to black
2. Click ‘file’, then ‘save as’ and save the file to your PC
3. Find your local newspaper’s contact details, often found on the ‘Contact Us’ page of their website
4. Email the press release and any photos to your local newspaper

Sports News Release

(Enter name of area) man/woman/group/etc join (club name) in signing for UK’s biggest football fundraiser Prostate United this October

(Enter club name/nickname) fan (enter name) has pledged to help save men’s lives this October by signing for a new club – Prostate United.

(Name) is joining the UK’s biggest grassroots football fundraiser and will be (running/walking/cycling) (enter distance) every day next/this month to raise live-saving funds for Prostate Cancer UK.

Prostate United is a yearly fundraising challenge that invites football club staff and fans to run, walk or cycle a distance every October. Since it began in 2018, the challenge has seen more than 300 staff from 60 professional and Non-League football clubs raise over £500,000 for the leading men’s health charity.

**To join (name), visit** [**prostateunited.prostatecanceruk.org**](https://prostateunited.prostatecanceruk.org/?utm_source=template&utm_medium=press-release&utm_campaign=prostate-united-2024&utm_content=organic-link)**.**

(Name) will be joining fellow (club name) fans and staff in hoping their efforts can propel them to the top of the 2024 fundraising league table. Last season, League Two side Doncaster Rovers, led by manager Grant McCann, were crowned fundraising champions after raising an impressive £18,000.

(Name) said: “I decided to take on Prostate United for Prostate Cancer UK because (detail about your motivation and/or link to the prostate cancer cause, link to club etc.)

“I’m excited to sign for Prostate United this October and I’m delighted to be raising awareness and much-needed money to help fund vital prostate cancer research.”

(Name) and everyone joining (him/her/them) in 2024 has the opportunity to own the new one-of-a-kind Prostate United football shirt - if they can raise £500.

The innovative shirt comes from the imagination of renowned designer Ed Cowburn from Acid FC. He has previously designed kits for Leeds United in 2023/24 as well as iconic offerings for Walthamstow FC and Red Star FC in France. A pixel patterned shirt, with a checkerboard effect, the Prostate United jersey includes charity brand colours blue, black and white, and pays homage to the early 90s.

Seren Evans, Head of Events and Community Fundraising at Prostate Cancer UK said: “From the Premier League and EFL down to grassroots level, football has been so influential in raising the profile of prostate cancer. Across the football industry, from the terraces to the touchlines, in board rooms and living rooms across the UK, as well as across pavements and parks, Prostate Cancer UK are uniting against the deadliest opponent of all.

“Whether signing-up as part of a team or going solo, every activity completed, and every pound raised by our fantastic fundraisers like (name) helps fund lifesaving research into better tests and treatments to save men’s lives.”

**To donate, visit (enter JustGiving link).**

**Join your club and help save men’s lives this October. Sign up for Prostate United 2024 at** [**prostateunited.prostatecanceruk.org**](https://prostateunited.prostatecanceruk.org/?utm_source=template&utm_medium=press-release&utm_campaign=prostate-united-2024&utm_content=organic-link)**.**

**NOTES TO EDITOR**

For more information, please contact Seb Pearce, Sports & Lifestyle PR Officer at Prostate Cancer UK on [Sebastian.pearce@prostatecanceruk.org](mailto:Sebastian.pearce@prostatecanceruk.org). Alternatively, email [pressoffice@prostatecanceruk.org](mailto:pressoffice@prostatecanceruk.org) or call 07984 325001.

**About Prostate United**

* Prostate United is a yearly fundraising challenge that invites football club staff and fans to walk, run or cycle a distance every day during October.
* The challenge, founded by Wolverhampton Wanderers staff member Stephen Gilpin, began in 2018 and has so far raised over £500,000 for Prostate Cancer UK. Stephen was inspired to begin fundraising after losing his grandad, Norman, to prostate cancer in 2012.
* To date, more 300 members of staff from over 60 clubs from across the UK have taken part, including Manchester United, Leeds United, Everton and Sheffield United. Clubs pledging to support in 2024 include Derby County, Wolves, Cambridge United and Manchester United.
* In 2023, Doncaster Rovers – led by manager Grant McCann - topped the fundraising league table having raised over £18,000.
* For more information, visit prostateunited.prostatecanceruk.org

**About Prostate Cancer UK**

* Prostate Cancer UK is the largest men’s health charity in the UK, striving for a world where no man dies of prostate cancer.
* The charity works to give every man the power to navigate the disease: by helping men understand their risk through our award-winning online risk checker; by providing them with trusted support and the information they need to make the right treatment choices for them; or by empowering them to make improvements for their path ahead, and for the paths of generations to come.
* Prostate Cancer UK is the driving force in prostate cancer research in the UK. Investing millions into the best researchers in the world to unravel the complexity of the disease, the charity has improved how men are diagnosed through funding cutting-edge technology like more accurate MRI scans. The charity works to give men precise and personalised care with the right treatments at the right time, for the best chance of living the full life they want and spending more time with those they love.
* Prostate Cancer UK also supports men living with and after prostate cancer, providing services like a Specialist Nurses helpline to give expert advice, and working with the NHS and its Clinical Champions to change the healthcare system so men are more involved in decisions and empowered to navigate prostate cancer.

**About prostate cancer**

* Prostate cancer is the most common cancer in men.
* More than 52,000 men are diagnosed with prostate cancer every year on average – that's 143 men every day.
* 1 in 8 men will get prostate cancer.
* Around 475,000 men are living with and after prostate cancer.
* Every 45 minutes one man dies from prostate cancer – that's more than 12,000 men every year.
* Prostate cancer is curable if caught early, but early-stage prostate cancer often has no symptoms, so it is vital that men know their risk.
* Men are at higher risk if they are over 50, Black or have a father or brother who has had prostate cancer.
* To help men check their risk in 30 seconds, Prostate Cancer UK have an online risk checker available here: <https://prostatecanceruk.org/risk-checker>

Anyone with concerns about prostate cancer can:

* Contact Prostate Cancer UK's Specialist Nurses in confidence on 0800 074 8383, or via email, webchat or WhatsApp at [prostatecanceruk.org/nurses](https://prostatecanceruk.org/nurses)
* Access online and printed health information at [prostatecanceruk.org/information](https://prostatecanceruk.org/information)
* Speak to trained volunteers with experience of prostate cancer at [prostatecanceruk.org/one-to-one](https://prostatecanceruk.org/one-to-one)