Thank you for signing up to take on your own Walk of Light for Blood Cancer UK.

Here is a news release template for you, just copy and paste the text into a new document and add in your story. Next, send this to your local news outlet to talk about why you’re taking on your own Walk of Light for Blood Cancer UK. The outlet could be a local paper, magazine, or even a local radio station.

If you have any queries on how to fill in the template, or who to send it to once completed, please contact Ed on [epinches@bloodcancer.org.uk](mailto:epinches@bloodcancer.org.uk)

**TEMPLATE**

**On behalf of Blood Cancer UK**   
**NEWS**  
**For Immediate Release**  
**[Pronoun/Name] from [local area] is shining a light on blood cancer by taking on their own Walk of Light**

[Name], from [location] is taking on their own Walk of Light for Blood Cancer UK.

[Name, has/had] a [family member/friend/ loved one] who [has been affected/diagnosed/had/died/ in remission] [with/from] [a blood cancer/type of blood cancer].  
  
Over 40,000 are diagnosed with blood cancer every year in the UK.

[Include a few details of your story, what is/was the person with blood cancer like/ what is the connection to the local area etc]

While research has already had a massive impact in some forms of blood cancer, treatments don’t work for everyone.

[Name, from X] said:   
“I’m taking part in this challenge and supporting the work of Blood Cancer UK because [personal take on why you’re fundraising/and your hopes for why life-saving medical research will bring about a future cure.]

“Please support our Walk of Light – we’re aiming to raise **[£X/as much as possible]** with the money going directly to Blood Cancer UK.”

Matthew White, Director of Engagement for Blood Cancer UK said:   
“Taking part in Walk of Light for Blood Cancer UK will help raise vital money to fund life-changing research and provide free support for anyone worried about or living with blood cancer.

“There will be thousands of people across the country walking under the same night sky as we walk together on 29th March. But you can also complete your Walk of Light whenever suits you! Walk of Light is free to enter and our fundraising team at Blood Cancer UK will make sure you have everything you need to take part.  
  
“Blood cancer is the fifth most common cancer in the UK, with over 40,000 people being diagnosed every year. We’re walking to shine a light on blood cancer and light the path for a brighter future.”  
  
To sponsor [name]visit (Justgiving page) to make a difference for people affected by blood cancer. **ENDS  
  
For further information about Blood Cancer UK, or Walk of Light, contact Ed Pinches, Media Relations Manager on** [**press@bloodcancer.org.uk**](mailto:press@bloodcancer.org.uk) **or on +44 20 7504 2289**  
 **Notes to editors**  
  
Blood Cancer UK’s free support line, for anyone worried about blood cancer, can be reached on 0808 2080 888. Opening hours and more information can be found here: <https://bloodcancer.org.uk/support-for-you/talk-blood-cancer/>   
  
**About Walk of Light 2025**  
  
When: Saturday 29th March 2025 (or whenever suits you)  
Where: you choose the location and the route  
Time: any time, suggested time of sunset  
It’s free to sign up - you can sign up for free at: [walkoflight.bloodcancer.org.uk](https://walkoflight.bloodcancer.org.uk/)   
**About Blood Cancer UK**  
  
Blood Cancer UK have invested £500 million in research in blood cancer since 1960  
  
Blood Cancer UK recently announced funding 8 new research projects across many different types of blood cancer including leukaemia, lymphoma and myeloma, taking the total to 87 research projects across the UK.  
  
To keep up-to-date with all the latest blood cancer news, go to <https://bloodcancer.org.uk/news/> and find us on social media.  
  
For free and confidential support, and information on blood cancer and life after a diagnosis, call us on 0808 2080 888 or email us at [support@bloodcancer.org.uk](mailto:support@bloodcancer.org.uk)  
  
Join our online forum and talk to others affected by blood cancer at [forum.bloodcancer.org](https://forum.bloodcancer.org.uk/).