**INSTRUCTIONS: This is a template press release for Rotary clubs and groups taking part in any World Polio Day 2018 activities. All text in red needs to be replaced with your own information. This is in addition to replacing “Insert club identifier here” above with your club or district identifier under the word “Rotary” and forming part of the logo in the top right of the header of this page. We recommend that you avoid Rotary jargon or acronyms at all times, as this makes the story more difficult for the general public to understand. If you have any ‘personal’ quotes such as from Rotarians who have taken part in National Immunisation Days or polio survivors that can also help generate attention from the media.**

**Paragraphs have been added based on the activities of crocus planting or illuminating buildings. A generic paragraph to insert details of any other type of activity has also been included. Please delete these instructions before saving.**

**NEWS RELEASE**

**To:** [town/city/area name] media  
**From:** Rotary in [town/city/area], [your name], [your phone number], [your email]  
**Date:** [date that you send this press release to your media contacts]  
**Subject:** Rotary in [town/city/area]

**[HEADLINE]**

[Name/club] of [town/city] is joining thousands of other Rotary clubs around the world in supporting World Polio Day 2018.

Rotary members throughout Great Britain and Ireland are holding Purple4Polio events to raise awareness and donations for the Rotary campaign to End Polio Now and forever.

**[Paragraphs for planting activity] –** In [town/city name] the club will be getting their green fingers at the ready, planting [number of corms] purple crocus corms at [enter locations] with the help of [details of any volunteer, RHS’s Britain in Bloom, community or school groups supporting your planting].

The purple crocus has become a symbol of Rotary’s fight to end polio, as the colour purple represents the colour of the dye placed on a child’s finger to show they have been immunised against the disease. Across the country almost 2.5 million purple crocuses will be planted around World Polio Day, adding to the millions planted in recent years, which will bloom into a carpet of purple next spring.

[Insert any details if you’re looking for volunteers to get involved with taking part in your planting activity.]

**[Paragraph for illuminating buildings] –** If you’re out and about in [town/city name] you may see [building/location names] bathed in purple light as part of the club’s World Polio Day celebrations. The colour purple represents the colour of the dye placed on a child’s finger to show they have been immunised against the disease. With millions of children vaccinated every year, in many instances in the space of just a few days, this makes it easier to see who has been protected and who has not.

**[Paragraph for any other types of activity] –** In [town/city name] will be [details of the event including day / date / time / venue / what is happening / how you want the public to get involved / contact details for the event / buying tickets etc.]

Since Rotary and its partners launched the Global Polio Eradication Initiative (GPEI) over 30 years ago, the incidence of polio has plummeted by more than 99.99%, from about 350,000 cases a year in 125 countries to just 22 cases in 2017 and with just three remaining polio-endemic countries: Afghanistan; Pakistan; and Nigeria.

Whilst tremendous progress has been made, the final steps on any journey are often the some of the hardest and 2018 has been far from easy, with 14 cases in the first eight months of the year.

However, extensive global environmental sampling around the world has made highlighting and mobilising against threats to eradication easier, more targeted and often more effective.

This reemphasises the challenges facing the world in ensuring that polio becomes just the second human disease ever to be eradicated.

The end is very much in sight and Rotary has committed to raising US$150 million between 2017-20 in support of global eradication efforts.

The Bill & Melinda Gates Foundation will match Rotary’s commitment 2:1 so every £1 becomes raised £3. Without full funding and political commitment, this paralysing disease could return to previously polio-free countries, putting children everywhere at risk, including the UK.

Rotary has contributed more than US$1.8 billion to ending polio since 1985, including [local fundraising figures] contributed by the [club name].

Contact your local Rotary club to find out more about the polio campaign and other activities you can get involved in.

**-ENDS-**

**About Rotary International in Great Britain & Ireland**

Rotary International in Great Britain & Ireland is a membership and humanitarian service organisation. Through membership of their local Rotary club, members use their time and talents to make a difference in their own communities and around the world.

There are over 1,750 clubs in Great Britain and Ireland with 48,000 members. Rotary is open to anyone over the age of 18 who wants to give back to their community, meet new people and have fun.

Website: [www.rotarygbi.org](http://www.rotarygbi.org)

Facebook: [Rotary International in Great Britain and Ireland](https://www.facebook.com/RotaryinGBI/)

Twitter: [@RotaryGBI](https://twitter.com/RotaryGBI)

**About** [Rotary club name]

[This extract, known as a boilerplate, gives you the opportunity to provide additional information about your club for the media. A suggested format has been included below. Please remove this paragraph before saving.]

[Club name]has been serving the community of [town/city/area]for [X] years.

The club currently has [X] members and meets [enter meeting frequency, venue, days, times etc.]

The club has supported the End Polio Now campaign for [X] years and is one of many volunteering activities the club is involved in every year.

[Enter brief details of other club projects/activities/fundraisers.]

[Website: XXX]  
[Facebook: XXX]  
[Twitter: XXX]