**INSTRUCTIONS (to be deleted once completed): This is a template press release for Rotary clubs and groups promoting the flowering of purple crocus corms. 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.**

**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:** It’s coming up smelling of crocuses in [town/city/area]

**[HEADLINE]**

[Crocus planting location]in[town name] will be a vision of purple as crocuses start to bloom this Spring. [In the last few years / Last year], local Rotary members have joined with [gardeners, school students, members of the public and specific groups such as elderly, businesses etc]to plant [number] of crocus corms in support of End Polio Now, Rotary’s polio eradication programme.

These were just one group of the millions of corms which have been planted across Great Britain and Ireland as part of Rotary’s Purple4Polio campaign.

The warmer weather is starting to wake the crocuses from their winter snooze, encouraging them to transform the [green/brown] [patch/area/garden] in [location name/names]into a sea of vibrant purple.

[Person name and job title e.g. club name president or other]said: “We are very grateful to everyone who braved the very chilly weather last year to plant the crocuses. I would also like to say thanks to the [council/landowner name/garden name]for letting us take over this area.

“The purpose was two-fold: to share the story of Rotary’s promise to eradicate polio and to transform [an area/areas] [which had seen better days into a place of tranquillity] for all to enjoy. [It is/They are] worth visiting, just to see the [difference it has made/differences made].

Purple is a symbolic colour as it is the dye used to mark a child’s little finger when they have received the immunisation.

Rotary has helped immunise billions of children overseas against polio since 1985 and now there are just three endemic countries instead of 125 countries.

Thanks to Rotary, and the support of our partners WHO, CDC, UNICEF and the Bill and Melinda Gates Foundation, those children are creating lives full of possibilities instead of living lives filled with pain caused by deformed limbs and other polio symptoms.

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 29 cases in 2018 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 some of the hardest, with the last year providing many obstacles which we have to overcome to make eradication happen.

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 just one of the 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]