**INSTRUCTIONS (to be deleted once completed): This template press release is for Rotary clubs getting involved in Billion Seed Challenge.**

**You need to**

* **delete or replace all text in red with your own information, and replace “Insert club identifier here” above with your club or district identifier under the word “Rotary” forming part of the logo top right of the header.**
* **Avoid Rotary jargon or acronyms as they make the story more difficult for the media and 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:** Rotary in [town/city/area] bring the community together and celebrate the environment with #BillionSeedChallenge

**Rotary in [town/city/area]** **bring the community together and celebrate the environment with #BillionSeedChallenge**

[Name/club] of [town/city] will be planting [specify number of wildflower seeds and location/s] to encourage people from all walks of life to connect with each other in celebration of their local green spaces by planting wildflowers.

The challenge is backed by organisations across civil society and business including Rotary, Scouts and Royal Voluntary Service, and if successful will be the biggest seed planting in UK and Ireland history.

Members of [insert club name] will be joined by [insert information, members of the public, local schools, organisations etc.] as they [give details] on [insert date] at [insert venue].

[Set out more detailed information about what you are doing, who is helping, how others can get involved, insert information as to how they can contact you, and tell them about any local celebrities taking part.].

Rotary shares a key commitment in protecting the environment and it became one of the organisation’s seven Areas of Focus earlier this year.

We are committed to supporting activities that strengthen the conservation and protection of natural resources, advance ecological sustainability, and foster harmony between communities and the environment.

Rotary is a proud partner organisation in the Together Coalition, which helped bring to life the first ever national Thank You Day on 4th July this year.

Now Rotary is also supporting the #BillionSeedChallenge, to plant wildflowers to brighten up our parks, verges and playgrounds with incredible splashes of colour.

Plantings can take place throughout October, culminating on 30thOctober, the day before COP26, an international climate conference in Glasgow.

Here in [specify location] Rotary [specify club/district/group] is grateful to [specify who] for helping us [specify how and what you are grateful to them for and what you are doing together].

Rotary members throughout Great Britain and Ireland will be planting hundreds of thousands wildflower seeds to raise awareness of the #BillionSeedChallenge to beautify our environment.

[Insert local spokesperson name and title] commented, “We’re proud to be able to bring our community together to plant wildflower seeds for the #BillionSeedsChallenge making our green spaces better in advance of COP26. Working with [specify] makes it even more special.”

Contact [insert contact information] to find out more about [insert name of event and date and time] and other activities you can get involved in to help protect our environment and to make our community better.

**-ENDS-**

**About** [Rotary club name]

[This area 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 this is just one of the many volunteering activities the club is involved in every year.

[Enter brief details of other club projects/activities/fundraisers for polio, the environment and generally.]

[Website: XXX]

[Facebook: XXX]  
[Twitter: XXX]

**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 around 1,650 clubs in Great Britain and Ireland with 40,000 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)