**INSTRUCTIONS (to be deleted once completed): This template press release is for Rotary clubs using the planting of #Purple4Polio Crocus Corms for End Polio Now alongside the 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.**

**‘Personal’ quotes from those taking part from Rotary and from you community such as Rotakids, Interact, other community groups and individuals, senior Rotarians, polio survivors, sponsors, local celebrities, etc. can also help generate added media attention.**

**Linking the two campaigns is an opportunity to get a wider part of the community involved and increase the impact and awareness of the ´Purple4Polio corms for End Polio Now, the Rotary Polio message and the wider work of Rotary including the Environment Area of Focus**

**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] bringing the community together in floral spectacular for two amazing causes

**Rotary in [town/city/area] bringing the community together in floral spectacular for two amazing causes**

[Name/club] of [town/city] will be planting [specify number of corms and wild flower seeds and location/s] which will be a reminder each year of the need to work together for both a polio-free world and to protect and celebrate our environment.

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, polio survivors, local politicians etc. taking part. Also mention why you are linking a polio-free world, the environment, and a desire to protect and diversify the beauty of our environment. You could also mention any #Purple4Polio crocus corm plantings and other tree, seed, environmental enhancement projects in previous years as relevant].

For over three decades, Rotary’s primary commitment has been to eradicate polio, a vaccine-preventable disease which can cause paralysis, which still threatens children in parts of the world today.

Rotary and our partner’s success to date in tackling the disease is by uniting together volunteers, health workers, governments and many organisations.

Rotary also shares an interest in protecting another common legacy: the environment. 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 almost two million purple crocus corms across their communities and hundreds of thousands wildflower seeds to raise awareness of both Rotary’s End Polio Now campaign and the #BillionSeedChallenge to beautify our environment.

Purple has become a symbolic colour in the fight against polio, inspired by the colour of the dye painted on the little finger of a child to signify they have received a potentially life-saving polio vaccine.

[Insert local spokesperson name and title] commented, “We’re proud to be able to bring our community together to plant these purple symbols of the Rotary End Polio Now campaign and the 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 end polio, to 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)

**About Rotary End Polio Now**

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 2 cases in 2020 and to date in 2021 just one case of wild polio in Afghanistan and one in Pakistan.

In order to sustain this progress and to tackle circulating vaccine derived polio, around 2 billion doses of the vaccine still have to be given to more than 400 million children in up to 60 countries every single year.

This is in addition to the routine immunisations that happen elsewhere around the world, including in the UK and Ireland.

Without full funding, political commitment and volunteer-led social action, there is a real threat that polio could return, putting children worldwide at risk. Rotary has committed to raising US$50 million each year to support global polio eradication efforts, with that funding matched 2-to-1 by The Bill and Melinda Gates Foundation.

**About Together and #BillionSeedChallenge**

Together is a coalition across the UK with the aim of bringing people together, bridge divides and help build a kinder, closer and more connected society

Celebrating and protecting our environment is an issue that unites us. That is why between 23rd September and 30th October they are encouraging us to come together to plant one billion seeds ahead of COP26 stsarting in Glasgow from 31st October

Website: [www.together.org.uk/bsc](http://www.together.org.uk/bsc)