**PRESS RELEASE TEMPLATE**

**Date**

**[Insert the name of your organisation] students/pupils take a colourful approach to supporting emergency workers**

[Pupils/students] at [insert name of your organisation] will be dressing in style on Friday, 3rd December 2021, to support efforts to raise £3.2m towards the UK’s first monument to honour all NHS and 999 heroes.

Kind-hearted [children/undergraduates/postgraduates] and [teachers/staff] will pay £1 to wear red, blue, green, or orange clothing – the colours of the emergency services – to show their support for the charity 999 Cenotaph, which aims to build a national monument to honour everyone who has served, or is serving, in the NHS and emergency services, including volunteers.

Almost 2 million people serve in the emergency services today, including 250,000 first responders – those who respond when you dial 999.

[Insert the name and job title of lead person from your organisation] said: *“We are delighted to be supporting this fantastic campaign to help build a 999 Cenotaph and to show our gratitude to all of those who dedicate their lives to helping others in times of crisis.”*

All the money donated will go towards making the national monument a reality.

The 999 Cenotaph, sculpted by Philip Jackson, will be located on Whitehall in Westminster, London. It will stand 21ft tall and include six, 8ft figures stood back-to-back wearing the uniform they would wear when responding to a 999 call.

They are a police officer, firefighter, maritime volunteer, paramedic, nurse and a search and rescue volunteer. A dog is also included to represent the many service animals.

The project is supported by **HRH The Duke of Cambridge**; the Prime Minister; the First Ministers of Northern Ireland, Scotland and Wales; and all emergency services.

**Tom Scholes-Fogg**, Chief Executive of 999 Cenotaph, said: *“This is a one-off campaign, for a once in a lifetime monument to our 999 and NHS heroes.*

*“We can always count on our NHS and emergency services to go above and beyond, running into danger, when others run away. In the aftermath of terror attacks, horrific fires and a global pandemic this monument is needed now more than ever.*

*“I can only thank the staff and [pupils/students] at [insert name of your organisation] for their amazing support.”*

This one-off, UK-wide campaign will see schools, colleges, and universities from across the country taking part and using the hashtag: #UniteTheUniforms.

**How to show support:**

* Text ‘**Hero 1**’ to **70500** to donate £1.
* If you would like to donate more than £1, visit [www.999Cenotaph.org.uk](http://www.999Cenotaph.org.uk)
* Follow us on social media **@999Cenotaph** and **#UniteTheUniforms.**
* Encourage your friends and family to donate £1.
* All the money donated will go towards making the national monument a reality.
* **Ends -**

**Notes to editor**

* For more information or to arrange photographs at [insert name of your organisation] please call [contact name and contact details].
* Find out more about the charity 999 Cenotaph at [www.999Cenotaph.org.uk](http://www.999Cenotaph.org.uk)
* The Emergency Services Cenotaph is a registered charity in England and Wales (1187751) and Scotland (SC048678)
* The 999 Cenotaph is registered with the Fundraising Regulator.