Dear supporter,

Thank you for helping raise awareness about Anthony Nolan. With your support we can work towards a future where every patient who needs us can survive and thrive.

To amplify your story, and hopefully secure some media coverage, please edit the text in yellow to reflect your personal story.

Once complete, copy the press release into the body of an email and send it to local press contacts alongside some photos. Press contact details can be found here: [Mediauk](https://media.info/uk)

If you have any questions or need further support, please email: press@anthonynolan.org.

Thank you,

The Anthony Nolan press team.

**MEDIA RELEASE**

**DATE**

**{Insert town} resident helps charity save lives through stem cells.**

A {insert – man/women/mum/dad/job title etc} from {insert town} is helping stem cell transplant charity Anthony Nolan to save lives by encouraging people to sign up to the register and help save the lives of patients with blood cancer and blood disorders.

A pop-up event will be held to talk to people about the limitless potential of their stem cells – and how by signing up as stem cell donors they could give someone a second chance at life. Stem cell donors could also help Anthony Nolan’s scientists unlock new and kinder treatments for patients.

{supporter name} from {insert name of college/workplace if applicable or delete if not applicable} signed up to the Anthony Nolan register in {month, year} because {insert reason.}

Now, {name} is educating {friends/students/colleagues – delete as appropriate} about stem cell donation and encouraging them to join Anthony Nolan’s stem cell register too.

{insert information about activities undertaken here i.e. did you hold an event, when, where how many people signed up?}

{Supporter name} said: ‘{insert quote about why you decided to support Anthony Nolan and how you’ve found the experience}’

Anthony Nolan has been saving lives through stem cells since its inception as the world’s first stem cell register in 1974. The charity, which matches donors and patients for life-saving transplants, was set up by Shirley Nolan to find a match for her son Anthony who had a rare blood disorder.

Sadly, a match was not found for Anthony, but over the last 50 years, Anthony Nolan has facilitated more than 26,500 transplants for people around the world and continues to undertake pioneering research whilst offering support to patients and families throughout the stem cell transplant process.

Anthony Nolan’s supporter-led recruitment initiative allows supporters to have flexibility to recruit potential donors using their own stem cell donor recruitment pack. We support at each step by delivering training and sharing tips to run their own donor sign up session. The pack contains swab kits and all the information they need to enable them to recruit up to 30 potentially lifesaving stem cell donors aged between 16-30 to the register.

**Rowena Bentley, Head of Programme and Community Recruitment at Anthony Nolan,** said: ‘We are delighted that {insert name} has been inspired to encourage their network of contacts to sign up to the Anthony Nolan register and become potentially lifesaving stem cell donors.

‘Often a stem cell transplant can be a patients last chance of survival so each and every person who signs up represents a glimmer of hope for families looking for a match.

‘We are urgently asking young men to join because they make up only 16% of the register, but they account for more than half of people called upon to donate.’

If you are interested in organising an event to encourage people to join the Anthony Nolan stem cell register, please email our Register Development team on registerdevelopment@anthonynolan.org.

**ENDS**

For more information, and to enquire about media interviews, please contact the Anthony Nolan press office using press@anthonynolan.org or 020 7424 1300.

Out of hours, contact the duty press officer on 07881 265 285.

**NOTES TO EDITORS**

**Please note:** Anthony Nolan changed its name in 2011 and is no longer known as Anthony Nolan Trust.

**About Anthony Nolan**

Anthony Nolan is a UK stem cell transplant charity with 50 years of expertise in uniting science and people to push the boundaries of what can be achieved for blood cancer and blood disorder patients.

It’s world-leading stem cell register matches potential donors to patients in need of transplants. It carries out cell and gene therapy research to increase transplant success and supports patients through their transplant journeys.

Anthony Nolan helps four people in need of a transplant a day, giving more people a second chance at life. But the charity won’t stop until all patients have access to the treatment they need, so many more survive.

Join Anthony Nolan’s register or support its research. Together, with your help, Anthony Nolan can unlock the answers inside us anthonynolan.org

**What is a stem cell transplant?**

If a patient has a condition that affects their bone marrow or blood, then a stem cell transplant may be their best chance of survival. Doctors will give new, healthy stem cells to the patient via their bloodstream, where they begin to grow and create healthy red blood cells, white blood cells and platelets.

**Key statistics**

* Founded by Shirley Nolan in 1974, Anthony Nolan celebrates its 50th anniversary this year.
* The charity facilitates around 1,100 stem cell transplants from an unrelated donor every year for patients in the UK and more than 300 for patients abroad. For many, a transplant is their last chance of survival.
* Since its inception Anthony Nolan has facilitated over 26,500 transplants for people around the world.
* Around 90% of donors donate through PBSC (peripheral blood stem cell collection). This is a simple, outpatient procedure. Donors are supported throughout the process by the Anthony Nolan team.
* Currently 16% of the UK Anthony Nolan stem cell register is made up of young men, but they account for more than half of people called upon to donate.
* There is a pressing need to recruit more people from diverse backgrounds to the Anthony Nolan register, to help more patients from minority ethnic backgrounds find the lifesaving matches they need.
* Blood cancer is the fifth most common type of cancer in the UK and the third biggest cancer killer. It accounts for 9% of all new cases of cancer diagnosed in the UK.
* To join the Anthony Nolan register, you must be 16-30 and healthy. Anthony Nolan’s world-leading Research Institute has shown younger donors offer better survival rates for patients.