**TEARFUND’S BIG QUIZ NIGHT 2021 TEMPLATE PRESS RELEASE**

*This is a press release template for Tearfund’s Big Quiz Night 2021, which can be used in advance of your event with local press and media.*

***How to use***

* *Replace the coloured text with your own details, specific to your event.*
* *Send the press release in the body of the email; journalists will often read emails on their phone and cannot open attachments.*
* *Answer all the important questions like* ***who****,* ***what****,* ***where****,* ***when****,* ***why*** *&* ***how****.*
* *Write as if you are speaking to the publication’s readers and in the third person - check out your target publication for an appropriate style.*
* *Your email should use Arial, size 11 text.*
* *When sending images;*
	+ *Attach one or two of them to the email.*
	+ *You can use pictures of previous Big Quiz Nights you’ve hosted, but make sure to include the year of the photo in the description.*
	+ *If you don’t have any photos, attach the Big Quiz Night logo, which you’ll find in the quiz resources.*
* *Consider sending the press release to your local newspaper, your church’s network or Diocese and your local BBC or community radio station.*

*If you would like further support with your press release or media activities, you can contact Oliver Needham in the Tearfund Media Team on 07929 353530 or* *oliver.needham@tearfund.org**.*

*In the subject of your email:*

Press Release: [Your church or group] are ready to push charity quiz night to £1 million milestone

*In the body of your email:*

For Immediate Release

**[Your church or group] are ready to push charity quiz night to £1 million milestone**

[Your church or group] in [location] are taking on [Tearfund’s Big Quiz Night](http://tearfund.org/thebigquiz21) on Saturday 20th November, to take the charity’s fundraising efforts past the £1 million mark, helping their work in some of the world’s poorest countries..

‘We are thrilled to be taking part in the Big Quiz Night with hundreds of other hosts, bringing our friends and family together to stretch our brains and support the work of Tearfund,’ said [spokesperson] of [church or group]. ‘It’s exciting to gather people together again for this fun and innovative quiz which promises to be a real challenge. Being part of Tearfund’s Big Quiz Night means we can do our part in helping communities and churches worldwide end extreme poverty and injustice.’

The quiz will have questions suitable for all ages and teams, large or small, plus our host with the most will be there to help quizzers gain bonus points.

‘Our annual Big Quiz Night is a great opportunity to get together with others and put your knowledge to the test,’ said Tearfund’s Head of Church and Supporter Engagement, Ruth Tormey. ‘Now in its fourth year, we are hoping the quiz will hit £1 million as quizzers from across the UK join us and help some of the world’s most disadvantaged people. In particular, we want to support families who have been made more vulnerable to disasters like floods and diseases in places such as Burkina Faso.’

Money raised will bring help and hope to people in desperate need - like Abigael, a mother of five from Burkina Faso, whose family have been farming for generations. She used to be able to rely on the rains every year to help her crops grow. But in recent years, Burkina Faso has suffered recurring droughts and Abigael can no longer grow enough to feed and take care of her family. The droughts mean one in ten people in Burkina Faso are now going hungry and need emergency help. Tearfund’s partner, CREDO, is helping Abigael and her community change their situation by providing them with the tools and training they need to ensure good harvests in a changing climate.

To take part in Tearfund’s Big Quiz Night at [church or group], you can sign up at [your event website URL]. Or if you want to hold your own quiz event, you can find details at [www.tearfund.org/quiz](http://www.tearfund.org/quiz).

**ENDS**

**Photos**

*A short description of the images attached, with photo credit.*

**The Big Quiz Night facts**

* Since Tearfund’s first Big Quiz Night in 2018, tens of thousands of people have raised over £675,000 to help end poverty.
* 2020 saw the quiz go online for the first time, with 17,469 quizzers coming together across 489 churches and raising over £256,000.
* Every host is given access to a dashboard to inform Tearfund how many people attended their quiz night - at the end of the night they’re able to activate an on-screen totaliser to announce the national number of quizzes and quiz-goers.
* £390 raised at a Big Quiz Night could provide two farming cooperatives like Abigael’s with the training they need to start their own market garden.

**Notes to Editors**

For more information, please contact Oliver Needham on 07929 353530 or oliver.needham@tearfund.org

For out of hours Tearfund media enquiries, please call 07929 339 813.

**About Tearfund**

Tearfund is a Christian charity that partners with churches in more than 50 of the world’s poorest countries. We tackle poverty through sustainable development, responding to disasters and challenging injustice. We believe an end to extreme poverty is possible. Tearfund is also a member of the Disasters Emergency Committee. For more information about the work of Tearfund, please visit [www.tearfund.org](http://www.tearfund.org).