**MEDIA RELEASE TEMPLATE / EXAMPLE**

[INSERT DATE OF MEDIA RELEASE]

The theme of this year’s National Palliative Care Week (23 – 29 May); ‘Palliative Care *It’s more than you think.*’, seeks to raise awareness about the many benefits of quality palliative care. Palliative care is care that helps people (from babies to older adults) live their life as well as possible for as long as possible, when living with a life-limiting or terminal illness. The theme seeks to broaden the community’s perceptions, understanding and appreciation of palliative care, demonstrating its role in supporting the physical, emotional, spiritual and social needs of people living with a life-limiting illness, their families and their care team.

During National Palliative Care Week, [INSERT NAME OF ORGANISATION] will run a [INSERT NAME OF EVENT] to celebrate the tireless efforts of palliative care professionals and volunteers.

The [VIRTUAL/IN-PERSON] event, to be held on [INSERT DATE/S], will celebrate, acknowledge, and thank everyone involved in palliative care for making a difference in people’s lives.

National Palliative Care Week also presents an opportunity to highlight the work of not only hundreds of palliative care specialists and palliative care nurses, but also the support provided by general practitioners, volunteers, allied health professionals, community workers and everyone who works within the palliative care sphere.

“Palliative care workers and services have a deep understanding of the difficult situations people near the end of their life or with a life-limiting illness often face. They can be instrumental in balancing a variety of perspectives and incorporating the psychological, social, and spiritual concerns of patients, their families and the staff caring for them. They are here to help, and can also offer crucial support to help loved ones and families through their time of grief and bereavement,” said [INSERT TITLE / NAME].

[INSERT TITLE / NAME] says that palliative care is available to people with a serious and life-limiting illness and their families, to assist in managing their symptoms, improve their quality of life and help them to live as well as possible, for as long as possible.

As Australians continue to face challenges brought forth by the COVID-19 pandemic, the palliative care workforce continues to deliver outstanding clinical care, support and compassion to patients and their loved ones.

For more information about National Palliative Care Week (23 – 29 May 2021) visit: palliativecare.org.au/national-palliative-care-week-2021