**MEDIA RELEASE TEMPLATE / EXAMPLE**

[INSERT DATE OF MEDIA RELEASE]

**[INSERT NAME OF ORGANISATION] will be holding an event to celebrate the tireless efforts of palliative care professionals and volunteers.**

The [INSERT NAME OF EVENT] will run from [INSERT TIMES] during National Palliative Care Week. The week’s theme is **‘Palliative Care… It’ more than you think!’** as palliative care is not just end-of-life care, it is care that helps people live their life to the fullest when living with a life-limiting or terminal illness. The theme seeks to broaden the community’s perceptions and understanding 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.

The 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 [MR/MRS/MS 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.

While Palliative Care Australia chose this year’s theme before the COVID-19 outbreak, we believe it’s more important than ever to discuss quality palliative care and end of life preferences, given the current challenging and uncertain circumstances.

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

You can register for the event at [INSERT LINK]

For more information about National Palliative Care Week (24 – 30 May 2020) visit [palliativecare.org.au/national-palliative-care-week-2020](https://palliativecare.org.au/national-palliative-care-week-2020)