**MEDIA RELEASE TEMPLATE / EXAMPLE**

[INSERT DATE OF MEDIA RELEASE]

The theme of this year’s National Palliative Care Week (NPCW); ‘Palliative Care *It’s your right*’, seeks to raise awareness about the rights of all Australians to access high-quality palliative care when and where they need it.

Acknowledging that palliative care is a universal human right, this year’s 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.

NPCW (22-28 May) is Australia's largest annual awareness-raising initiative to increase understanding of the many benefits of palliative care; that with adequate access to timely palliative care, people with a life-limiting illness are able to keep doing what they love with friends and family.

Each year NPCW is also an opportunity to highlight and celebrate 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 sector.

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 acknowledge and appreciate everyone involved in palliative care for making a difference in people’s lives.

“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,” said [INSERT TITLE / NAME].

[INSERT TITLE / NAME] says that 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 also there to support the loved ones of people near the end of their life and help them live through their grief and bereavement.”

For more information about National Palliative Care Week (22 – 28 May 2022) visit: <https://palliativecare.org.au/event/national-palliative-care-week-2022/>