**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 **‘What Matters Most?’** which asks Australians to reflect on what would be most important to them if they became seriously unwell.

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.

The Productivity Commission’s recent report into human services found between 80,000 and 140,000 of the 160,000 people who die each year in Australia could benefit from high-quality end-of-life care.

“Demand for palliative care is increasing. Professionals and volunteers are needed in our community to support patients and carers deal with dying, death and bereavement,” said [MR/MRS/MS NAME].

[INSERT TITLE / NAME] says that dying is a normal part of life so it is important for all Australians to have discussions about death and dying and they type of care they would want to receive if they could no longer speak for themselves.

“By having the conversation with their loved ones and health professionals, people can ensure their treatment and care best aligns with their values and preferences regarding both the type and place of care and place of death,” said [MR/MRS/MS NAME].

“We encourage everyone to discuss what matters most to them with their loved ones and health care team using the [Dying to Talk Resources](http://www.dyingtotalk.org.au/). Knowing what is important to you will reduce their burden at a difficult time and ensure you get the care you desire,” [MR/MRS/MS] said.

For more information on National Palliative Care Week visit <http://palliativecare.org.au/national-palliative-care-week/>

Download the Dying to Talk Discussion Starter at [www.dyingtotalk.org.au](http://www.dyingtotalk.org.au)

You can register for the event at [INSERT LINK]