**PRESS RELEASE TEMPLATE – DEN DAY**

Make your Den Day event famous! Complete this template with details of the event taking place and share with media along with images.

**Pupils at [school/group name] Help to Build a Better World**

**[INSERT PICTURE OF EVENT]**

On [date] **pupils** at **[school] in [location] held a day of den building fun to raise money for Save the Children. The students took part in the charity’s Den Day fundraiser which saw children across the country unleashing their creativity for a good cause.**

[X] **children from** [school] **collected sponsorship/brought in donations on Den Day to raise a total** £X **to support Save the Children’s work.** The money raised will help Save the Children to provide vital aid for children around the world who may not have a safe place to sleep or play.

**[School’s]** **Headteacher, [name] said “It was great to see the pupils** working together and using their imaginations to create their dens. Den Day is a fantastic way **to teach children about important global issues. It** was a really memorable learning adventure not just for the students but for the teachers too.”

Save the Children UK’s Deputy Director of Humanitarian and Fundraising Campaigns, Vicky Fallon said “By building their dream dens and raising money, pupils **from [school]** taking part in Save the Children’s Den Day will help other children around the world. The money they raise could provide other children with the things they need to grow up healthy and happy, like a safe place to shelter.”

* ENDS -

**Notes to Editors:**

For more information and pictures please contact [organiser contact details].

Den Day is a fundraising event in aid of Save the Children. Find out more at [denday.org](http://www.christmasjumperday.org)

**About Save the Children:**

Save the Children works in more than 120 countries to save children's lives, fight for their rights and help them fulfil their potential. Find out more at: [www.savethechildren.org.uk](http://www.savethechildren.org.uk/)