

press release

HEADLINE: [Take part in XYZ's Sewa Day project and wake to be the change!]
Think of an interesting headline!

First paragraph – include the Five W's: What, Who, Where, When, Why Volunteers from [X] are planning a [X] for Sewa Day on [enter date].

Second paragraph - Insert more information on your event/project. *What support to you need from people? Are you looking for more volunteers etc?*

Quote - Name, Position, organisation, said: [Quote from organiser/alternative spokesperson – *is there a local MP/celebrity who might endorse your activity* – or talk about its impact? *Why this project relevant in the local community? What makes the project relevant and exciting?*

This year Sewa Day takes place on [insert date] October

Notes to editors

About Sewa Day

Sewa Day [insert year] takes place on [insert date] October [insert year] to touch the lives of thousands of people in the UK and across the world.

We hope that a number of projects will highlight the plight of these people.

The aim of Sewa Day is to provide people a chance give back to the Local community through volunteering on a single day to make a difference. Each event organised is based on at least one of the guiding principles below:

- To relieve hardship and poverty
- To bring a little joy to those who have little
- To help the environment

Sewa Day is a project of Sewa UK, a secular, non-political UK registered charity.