

# London Challenge Poverty Week 2021

## Sample News Release

*Below is a draft press release for you to use to highlight what you are doing to mark London Challenge Poverty Week to your local press.*

*Please feel free to amend and tailor it to your own activities and local area.*



**#LDNChallengePoverty**  
**#povertyfreelondon**  
**#ifnotnowwhen**

**For immediate release / Embargoed until [insert date] (Delete as appropriate)**

## **LONDON CHALLENGE POVERTY WEEK 2021: CAMPAIGNING FOR A POVERTY FREE [INSERT YOUR BOROUGH]**

**[Name of your organisation] is hosting/holding/running [insert description of your event/activity] to mark this year's London Challenge Poverty Week, the London-wide campaign to shine a light on the experience of living in poverty in the capital, show what is being done at local level to tackle it and call for the systemic changes needed to end it.**

**Poverty rates in London are the highest in the UK, in [your borough] [look up figure here <https://www.trustforlondon.org.uk/data/boroughs/>] % of people live in poverty. Emergency food parcel distribution has soared across the city, tens of thousands of children in London are homeless and living in temporary accommodation and more people have died from Covid in deprived neighbourhoods than in more affluent ones.**



*Suggested quote – tailor as appropriate:*

**[Name, job title, from organisation/s] said: “[Your borough] is well known for its strong community spirit. It’s a place where people help each other and have compassion for their neighbours. But right here, there are thousands of households whose lives are restricted by poverty.**

**“Poverty restricts people’s lives in hundreds of different ways – and it’s women, children, minority groups and disabled people who are often affected the most.**

**“We need to turn compassion into action. We need to put this situation right so that everyone has a decent standard of living that allows them to grow and progress in their lives. We hope lots of local people will [come along to our event/watch our film/ attend our workshops] to find out how we can challenge poverty together.”**

**London Challenge Poverty Week brings together local groups across the capital with regional and national organisations to unite in a call for action to challenge rising levels of poverty.**

**Katherine Hill, 4in10 London Child Poverty Network says “This year London Challenge Poverty Week is needed more than ever. Many in our city are facing the loss of £20 a week from their Universal Credit and increasing costs including significant increases in fuel prices, will push people further into poverty.**

**“We are coming together to demonstrate what this will mean: that more will go hungry, lose their homes or be cold this winter. And we are calling for an urgent commitment from politicians and decision makers to tackle poverty once and for all.”**

**ENDS**

**Notes to editors** *(Delete as appropriate)*

- Follow [insert organisation twitter and Facebook links]
- For more information about the [event/activity etc] contact [name, mobile, email]
- For more information about London Challenge Poverty Week see [www.londonchallengepovertyweek.org.uk](http://www.londonchallengepovertyweek.org.uk)
- Reporters and photographers are invited to attend [insert name of event/activity] at [time, date location]. Photographs can also be made available to the media after the event.

