



## Draft Press Release

### RAISE AWARENESS ABOUT CMV – A MAJOR CAUSE OF CHILDHOOD DISABILITY IN THE UK

2-3 babies are born with congenital Cytomegalovirus (cCMV) every day. It is the most common infection at birth in the UK and a major cause of childhood disability.

Whilst CMV is a common virus that can infect anyone of any age with no lasting effects, it can cause life changing complications to unborn babies. Congenital CMV infection occurs when a mother contracts CMV and it unknowingly passes through to her unborn baby. It can cause permanent birth defects such as profound Deafness, Vision Loss, Cerebral Palsy, Epilepsy, Autism and Severe Learning Difficulties. CMV Action is a registered charity run by passionate and experienced volunteer Trustees. We work with families and health professionals to support and raise CMV awareness. We also work alongside medical experts to provide up to date researched information specifically for health professionals about the ways to reduce this common but dangerous and life threatening virus.

Every day CMV Action:

- Offers advice & support to anyone affected by CMV
- Advocates for families affected by CMV & support them to ensure they receive the best service from providers
- Works with healthcare professionals to develop and implement research into CMV
- Educates professionals and parents to be about prevention and management of CMV
- Strives to eradicate this common virus to prevent future generation's health and abilities being at risk from this cruel and indiscriminate disease.

Money raised at events like this will help CMV Action to carry on this vital work.

#### Example event notice

**Time and date:** 10.00am, Sunday, 23<sup>rd</sup> September 2017

**Place:** Twickenham Rugby Club, Parkfields, South Road, Hampton TW12 3PE

**Event:** Staff will be dressed in fairy costumes to sell fairy cakes and other baked goods to raise money for CMV Action's awareness campaign.

**Contact:** Jo Parsons on mobile 07777 123456

Staff from Twickenham Rugby Club at Parkfields will be posing in tutus and donning wings and wands on Sunday, 23<sup>rd</sup> September as they host a fundraising cake sale for CMV Action.

Supporters & members of the rugby club (men, women and children alike) have been invited to show their support for the event by attending in costume. As well as paying £5 each to dress up as fairies, they will be holding a fairy cake competition, before selling off the cakes.

Clara Green, the Club's Catering Manager and Event Organiser, said: "We want to support CMV Action by raising much needed funds and awareness because we are astounded how little is known about this devastating virus."

To find out how to get involved and receive a free fundraising pack, visit [www.cmvaction.org.uk](http://www.cmvaction.org.uk) or call 0808 802 0030

For more information about this event, please call  
on