**Template press release - CLUBS**

**Local club [name of club] gets ready to turn #RedForRuth**

**to support families facing one of life’s toughest tests**

* *Annual #RedforRuth day on 13 August 2021 is in aid of The Ruth Strauss Foundation, the charity set up by Sir Andrew Strauss*
* *Day will raise awareness of the need for pre-bereavement support for families with children, when facing the death of a parent, and raise funds for a support service*

On Friday 13 August, Lord’s, the Home of Cricket will once again turn red for the Ruth Strauss Foundation’s annual #RedforRuth day. Test Series title partner [LV= Insurance](https://www.lv.com/gi/cricket) has kindly dedicated the entire Second LV= Insurance Test Match to the charity, helping raise awareness of its mission across all five days and supporting #RedForRuth day on day two.

Local club [name of club] will be doing its bit to support this crucial fundraiser by [details] on [date]. They hope to raise [£xxx] by [details eg selling merchandise, bake sale, sponsored run, all-red cricket match, donating match fees etc – please ensure COVID safe, depending on restrictions at the time] and are inviting the local community to support their efforts.

[Club captain or other spokesperson] [name] says “We are delighted to help such an important cause and will be doing our best to raise as much money as possible for families facing one of life’s toughest tests. We’d love the wider community to help us raise as much as possible and join us in going #RedforRuth.”

The Ruth Strauss Foundation was set-up by former England cricket captain Sir Andrew Strauss in memory of his late wife, Ruth. She died of a non-smoking lung cancer in December 2018, aged just 46. Their children were just 10 and 13 years old – two of the 41,000 children who face the death of a parent annually. In the UK more than 23,600 parents with dependent children die each year. The charity believes every family with a child facing the death of a parent should be offered professional, emotional support to prepare for the future.

This year’s #RedforRuth campaign will raise awareness of the charity’s new Family Support Service – a vital service that provides much-needed pre-bereavement support for families with dependent children, where a parent is told they don’t have much longer to live, and helps families prepare for grief, death and dying. Without the right support, families can struggle to process grief and this can particularly affect children's future wellbeing. A research study showed approximately half of the children who face the death of a parent from cancer experience unresolved grief up to nine years later.

With the kind generosity of the cricketing family and wider public, the charity hopes to extend their support service to thousands of families nationwide plus launch its training programme for healthcare professionals.  Research found that healthcare professionals feel ill-equipped to support families where a parent has an incurable diagnosis. The programme will help them be more confident in supporting families when they need it most.

Sir Andrew Strauss says, “Ruth was determined to - in her own words - "do death well”. She knew we needed support to help us understand and navigate the best way to break this life-changing news to the boys. By being transparent and open about what was happening to Ruth, we enabled the boys to feel comfortable to share their worries, questions, grief and fears for the future. As a result, they could continue living their busy lives, feeling confident that they knew what was going on, and in some way knowing that they would be OK after Ruth’s death.

“We are grateful for the ongoing support of the cricketing family and wider public. It’s through people’s generosity that we are able to bring Ruth’s vision of supporting families facing one of life’s toughest tests to life. Through the work of the Foundation and the launch of the Family Support Service we can give families who find themselves in a similar position to ours the help and guidance that is so badly needed.”

For more information, visit: [**www.ruthstraussfoundation.com**](http://www.ruthstraussfoundation.com)

-ends-

**For more information on the fundraiser being run by** [club name] [contact name]

[insert mobile number & email]

**For more information on The Ruth Strauss Foundation**

hello@welcometoshook.com

**About the Ruth Strauss Foundation**

Early 2018, Ruth Strauss, wife of Sir Andrew Strauss the former England cricket captain, was diagnosed with an incurable lung cancer that affects non-smokers.  Ruth died on December 29th 2018; she was 46 years old and mother to two children, then aged 10 and 13. In her memory, Sir Andrew launched the Ruth Strauss Foundation to:

* Provide emotional support for families to prepare for the death of a parent
* Raise awareness of the need for more research & collaboration in the fight against non-smoking lung cancers.

**About the Family Support Service**

The RSF Family Support team will help families prepare for grief, death & dying by providing support and guidance to parents on how to start the difficult conversation with their children about their terminal diagnosis. By encouraging families to maintain an open and honest dialogue, children avoid internalising questions, worries or fears, ﻿and are able to focus as a family on making the most of the remaining time with the dying parent.

* Follow us on Twitter: [@RuthStraussFDN](https://twitter.com/ruthstraussfdn)
* Follow us on Facebook: [@RuthStraussFoundation](https://www.facebook.com/ruthstraussfoundation)
* Follow us on Instagram: [@RuthStraussFoundation](https://www.instagram.com/ruthstraussfoundation/?fbclid=IwAR2t7x8SSm_gzpM7goADGqHiO5693fESdzME0KpEOMRJEwGTrYwqJmU5Wfo)

To make a donation or to find out more, please visit: [www.RuthStraussFoundation.com/donate](http://www.RuthStraussFoundation.com/donate)