

## **Press release**

*(Insert your name)* has decided to be blue on Wednesday to help those suffering with Hidradenitis Suppurativa.

On Friday 8<sup>th</sup> June, *(insert name and age)*, from *(insert location)* is going to be dressing in blue at *(insert venue)* for The HS Trust – the only UK charity dedicated to Hidradenitis Suppurativa. *(insert name)* is holding their Blue day event because *(insert info on your event here, such as: Why did you decide to hold a Blue day? Do you have a friend or family member who has HS?)*

*(insert name)* who works as a *(insert venue)* says: “*(insert a quote here outlining: How are feeling about hosting the event? Is it your first? Are you holding your Blue day at work or at home? What are you planning on doing to raise money? Just give as much information as you can about you, your reasons for supporting us and your event.)*”

Tara Burton, the founder of the HS Trust, added: “We’re so grateful to *(insert name)* for holding a blue day in aid of The HS Trust. We rely on supporters like *(insert name)* to ensure we can continue to provide our vital information and support services to those that need them. We help thousands of people find a way to live with HS. HS affects approximately 1% of the UK population, and we are becoming increasingly busier as awareness of this condition increases.”

Want to hold your own Blue day? All you need to do is ditch that tie or uniform and don some fun blue gear on Friday 8<sup>th</sup> June, and collect donations for The HS Trust.

If you’d like to hold your own Blue Day: visit [www.hstrust.org/blueday](http://www.hstrust.org/blueday)

For further information contact:

*(insert your name)*

*(your number)*

*(email address)*

### **About the HS Trust:**

The HS Trust is the only UK charity dedicated to providing information and support to those affected by Hidradenitis Suppurativa. Charity registration number 1128167 (England and Wales) SC041828 (Scotland)