*PRESS RELEASE TEMPLATE*

**INSERT NAME RUNNING THE 2025 LONDON MARATHON FOR CHILDREN’S CHARITY**

A insert town/city person is to run the TCS London Marathon on Sunday 27th April 2025 in a bid to raise £2,000 for national children’s charity the Youth Sport Trust.

Full name said: “Insert a quote about the London Marathon why you’re fundraising for Youth Sport Trust.”

The Youth Sport Trust equips educators and empowers young people to create a future where every child enjoys the life-changing benefits of PE, play and sport.

The Youth Sport Trust build brighter futures by improving young people's health and wellbeing, providing opportunities for over 2 million children every year to take part in physical activity. Their vision is to create a future where every child enjoys the life-changing benefits of play and sport.

Insert more details about your challenge and event

**Helen Pearce, Fundraising and Business Support Officer at the Youth Sport Trust, said:**

“We are so grateful to all our marathon runners. They are vital in helping us to fulfil our mission and reach thousands of young people each year. We wish insert name the best of luck with their marathon adventure and will be cheering them on every step of the way.”

To donate to insert name’s challenge visit insert donation link. For more information on the Youth Sport Trust visit [www.youthsporttrust.org](http://www.youthsporttrust.org).

**ENDS**

**Insert your contact details so that press can follow up with you.**

**About the Youth Sport Trust**:

The Youth Sport Trust is the leading UK children’s charity for improving young people's health and wellbeing through sport and play. It empowers young people and equips educators to build brighter futures through the power of physical activity. Founded in 1995, it works with around 20,000 schools and provides opportunities for over two million children every year.

Its vision is to create a future where every child enjoys the life-changing benefits of play and sport.

Visit the Youth Sport Trust website for ideas, tips and information [www.youthsporttrust.org](https://eur02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.youthsporttrust.org%2F&data=05%7C02%7Chelen.pearce%40youthsporttrust.org%7C83f28afec216422d594308dc7b1ad4a3%7C1edf6d8569a74432ab4c4f127bbfeedd%7C0%7C0%7C638520602447108825%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=pbRFO7%2FAB3rmYGbmv%2BH%2Bd7yUq9bVxg%2BaPMte9WwLVoc%3D&reserved=0)

For media enquiries please contact our Press Office on 07825 065195 or

press@youthsporttrust.org

*TEMPLATE SOCIAL POSTS*

* Only 47% of young people are meeting the Chief Medical Officer's guidelines of taking part in sport and physical activity for an average of 60 minutes a day. I'm raising money for @YouthSportTrust to support them with their mission to get young people moving. 🙌 Find out more & donate today INSERT LINK TO FUNDRAISING PAGE #Fundraising #ChildrensCharity
* 1 in 5 children have a probable mental health disorder. I want to help change this and support children to discover the power of sport as a tool they can use to improve wellbeing. ❤️Help me raise money for @YouthSportTrust INSERT LINK TO FUNDRAISING PAGE #SportForAll #Fundraising
* 1 in 5 children are overweight or obese by the time they are five years old. I want to change this and help to make the decline of physical activity levels a matter of national concern. Help me raise money for @YouthSportTrust INSERT LINK TO FUNDRAISING PAGE
* I’m running the TCS London Marathon for @YouthSportTrust. Together we can empower young people and equip educators so that all young people can benefit from access to PE, sport and play every day. 🙌 INSERT LINK TO FUNDRAISING PAGE #Fundraising #ChildrensCharity
* ‘I’m running the TCS London Marathon to support National School Sport Champion Mo Farah’s Mission for 60 minutes a day of PE, sport, and play for every child’ @YouthSportTrust #MosMission INSERT LINK TO FUNDRAISING PAGE

**Note:**

These templates can be used alongside our fundraiser assets & graphics to help raise awareness of the difference that support from your friends and family can help to make.

Please feel free to edit the captions or the emojis as much as you like but we kindly ask that you ensure that we are tagged in the content so that we can share the post.

Twitter: [@YouthSportTrust](https://twitter.com/YouthSportTrust)

Facebook: [YouthSportTrust](https://www.facebook.com/YouthSportTrust/)

Instagram: [@youthsporttrust](https://www.instagram.com/youthsporttrust/?hl=en)

LinkedIn: [Youth Sport Trust](https://www.linkedin.com/company/youth-sport-trust)

*TEMPLATE EMAIL / SOCIAL POSTS – MARATHON JOURNEY*

**1. Initial Fundraising Appeal Message**

**Subject: Help Me Support Youth Sport Trust in the London Marathon!**

I’m excited to share that I’ll be running in the London Marathon on 27th April 2025 to raise funds for Youth Sport Trust. This cause is very close to my heart, and I’m committed to improving young people’s health and wellbeing through sport and play.

I need your support to reach my fundraising goal of £2000. Every donation, no matter the size, will help Youth Sport Trust to continue their incredible work.

You can donate directly through my fundraising page here: [Insert Link]

Thank you so much for your support!

**2. Mid-Fundraising Update**

**Subject: Halfway There – Thank You for Your Support!**

I wanted to give you a quick update on my London Marathon journey. Thanks to your generosity, I’ve reached [Percentage]% of my fundraising goal for Youth Sport Trust!

Training is going well, and I’m more motivated than ever to cross that finish line. If you haven’t had a chance to donate yet, there’s still time to support this amazing cause. Your support will help to improve more young people's health and wellbeing through sport and play. [Insert Link]

Thank you for your ongoing support!

**3. Pre-Race Reminder**

**Subject: Just One Week Until I run the London Marathon for Youth Sport Trust!**

The big day is almost here! In just one week, I’ll be running the London Marathon for Youth Sport Trust. I’m so grateful for all the support and donations so far.

If you’d like to track my progress on race day, you can use the official marathon app. And if you’re in London, I’d love to see you along the route cheering me on!

There’s still time to donate if you haven’t already: [Insert Link]

Thank you for your incredible support!

**4. Post-Race Thank You**

**Subject: We Did It – Thank You for Your Support!**

I did it! I completed the London Marathon, and it was an unforgettable experience. I couldn’t have done it without your support and encouragement.

Together, you helped me to raise £[Amount] for Youth Sport Trust, which will make a huge difference in their work to improve young people’s health and wellbeing through sport and play. Thank you for being part of this journey and for your generosity.

Here are some photos from the race day: [Insert Link]

There’s still time to donate if you haven’t already: [Insert Link]

Thank you once again!