**Template press release - EXAMPLE 1**

***[insert Community Fund logo and your own logo (if you have one) here]***

***[insert date here]***

**WITH PICTURE**

**£X,000 CASH BOOST TO RECYCLE SCHOOL UNIFORMS**

A *[insert name of borough]* scheme to recycle school uniforms is set to *[launch/expand/reach out to hundreds of homes]* after winning *[how much?]* from the region’s Recycling and Waste Authority.

The *[name of scheme]* recycling scheme based in *[where?]* will collect unwanted uniforms from local schools and set up collection points in local churches so they can be re-distributed to pupils.

The scheme was one of just *[x]* projects awarded funding from Merseyside Recycling and Waste Authority (MRWA) annual Community Fund and will run for a *[insert length of project].*

Project leader *[insert job title and name]* said: “School uniforms are incredibly expensive and many families – especially ones with several children – really struggle to kit out their kids for school.

“The grant is great news for us because it means we can help even more people and keep even more textiles out of landfill.”

MRWA Chief Executive Carl Beer said: *“[name of project]* really is a win/win idea and a really worthy Community Fund recipient. It keeps unwanted textiles out of landfill and helps struggling households manage the rising costs of school at the same time.”

Mums and dads interested in using the uniform service can get details of the collection points on the *[insert name of project]* website [*www.webaddressneeededhere.org.uk*](http://www.webaddressneeededhere.org.uk)

**ENDS**

**Media enquiries to *[insert name and mobile phone no]***

**Picture Caption**

The attached picture shows project leader *[insert name]* and staff *[insert names]* sorting uniforms ready for collection.

**Note to Editors**

1. *[name of project]* was set up in [when?] after [insert detail about how and why project was set up]
2. The MRWA 2014 Community Fund awarded a total of £110,000 to a mix of large and small projects across Merseyside and Halton.