**Get ‘Talking Red’ to your local newspaper/radio station and help us raise awareness of bleeding disorders in women!**

Please personalise the below press release [see the writing in red] and help us spread the word about bleeding disorders in women. Don’t forget to send a photo of your event with the release and please fill in your contact details.

**News Release**

**[insert date]**

**Local [woman/women] urge/s [insert town name]**

**to get Talking Red**

*Campaign to drive awareness of bleeding disorders in women*

 [Insert Name] from [Insert Town] is Talking Red all over town to raise awareness of the tens of thousands of women in the UK who may be living with a bleeding disorder without knowing.

[Insert name and details of your activity e.g. Debbie is having a coffee morning] as part of the Talking Red campaign from UK charity The Haemophilia Society which urges women to know the symptoms of a bleeding disorder and get ‘Talking Red’ to share that knowledge with their female friends, family and colleagues.

A bleeding disorder is a condition that affects the way your blood normally clots. In women, symptoms include frequent and heavy periods, bruising easily, frequent or heavy nosebleeds, and bleeding heavily after a procedure or childbirth. Diagnosis is by blood tests to determine which bleeding disorder a person has, and which is the best course of treatment.

Chief Executive of The Haemophilia Society, Liz Carroll said: “We are asking everyone to get ‘Talking Red’ to put the spotlight on bleeding disorders that affect women. Our message is don’t be embarrassed to talk about bleeding, whether it is heavy periods or frequent bruising, the more we talk, the more informed women will be, and that can only help the thousands that are currently suffering in silence.”

Visit [haemophilia.org.uk/support/talkingred](file:///C%3A/Users/Jess/Downloads/haemophilia.org.uk/support/talkingred/) for information on bleeding disorders and to get involved in the Talking Red campaign.

**-ends-**

**To contact [insert name]:**

**[please insert your contact details here]**

**To contact the Talking Red communications team:**

Jess Milton 020 7939 0780 jess@haemophilia.org.uk

Liz Carroll 020 7939 0780  liz@haemophilia.org.uk