Press release

How to use our press releases templates

Thank you very much for using one of our press releases.

During Christian Aid Week last year, supporters were responsible for a whopping 40% of our local media coverage in England. That was fantastic! It would be great if we could achieve something similar in 2021.

Simply copy and paste the press release template below. Don’t forget to change the part in red to make the release unique to you.

If you need further support, get in touch at hello@christian-aid.org or visit our website.

Christian Aid Week and Climate Justice Campaign – press release template

Christian Aid Week 2021: Double Threat of Climate Chaos and Covid

The twin threats of Covid-19 and the climate crisis will be the focus of this year’s Christian Aid Week (10-16 May). The charity is asking supporters to stand in solidarity with those at the very brunt of these global crises, specifically with all those forced to walk long distances to collect water for their families.

Handwashing in our homes, a key line of defence against coronavirus, is not an option for the world’s three billion people who do not have access to soap and water at home. But while coronavirus has sharpened this issue of a reliable source of water, the impacts of climate change remain the biggest challenge for the communities Christian Aid works with. Unpredictable water sources, triggered by erratic weather, are pushing families into extreme poverty as crops fail, livestock die, and incomes are destroyed.

In Kenya Christian Aid is helping people in rural communities where drought has become more frequent and intense, resulting in food shortages for millions of people as crops struggle to grow. In 2020, drought was followed by relentless rainfall and flooding in some parts of the country, causing further crop damage. With no access to reliable water sources or a way to capture rainfall, many families are pushed to the edge of survival.

People like Rose – a 67-year-old widowed grandmother who, in times of drought, spends hours walking 8km each way to collect water – have little time to do other activities like growing food to eat or sell.

Christian Aid partner organisations are empowering communities to access and build water dams or rock catchments near their homes, so women and children are spared the long and often hazardous walk to collect water and families have an accessible water supply for their crops, livestock and hygiene needs.

Christian Aid Chief Executive, Amanda Khozi Mukwashi has urged the British public to support efforts to help some of the world’s poorest communities protect themselves from the threats of Covid-19 and the climate crisis. Amanda said:

“People living in poverty are on the frontlines of the climate crisis. They are losing food, water, homes and family. Every day, they walk further, dig deeper and build stronger to survive. They battle the worst of a climate crisis they did not create. This is unjust.
Now they face a double threat, as coronavirus threatens lives and livelihoods like never before. Let us stand together with those on the frontlines to battle coronavirus and fight for climate justice. With God’s vision of a more just world in our mind’s eye and hope in our hearts, let us raise our voices as one to create lasting change, before it is too late."

This year also sees the UK host the G7 summit where leaders of some of the world’s richest nations meet to discuss global issues and COP26, the next annual UN climate change conference. Both provide opportunities to increase the pressure on government leaders for change.

Amanda adds: “We’re calling for an increase in financial support to the world’s poorest countries and for their debts to be cancelled so they can better confront the climate crisis. We need a green recovery that leaves no-one behind – either in the UK or in the world’s poorest countries – and a stop to the expansion of fossil fuel energy.”

Christian Aid Week, the charity’s biggest annual fundraiser, unites over 20,000 churches every year to support global neighbours in need. This year, continued restrictions on gatherings have forced supporters to become more creative with their fundraising. But every donation, every envelope, every fundraiser will help some of the world’s poorest communities.

£5 could buy a shovel to build a dam, £10 could buy a pair of taps at a water point and £42 could buy 350kg of cement to build an earth dam.

To find out more about how to build pressure for change for a greener, fairer world visit https://www.christianaid.org.uk/get-involved/campaigns/climate-justice-2021.

Notes to editors:

If you would like further information, please contact insert local contact details or Christian Aid’s media team on 07850 242950 or mediacomms@christian-aid.org.

Christian Aid exists to create a world where everyone can live a full life, free from poverty. Poverty is an outrage against humanity. It robs people of their dignity and lets injustice thrive. But together we have the power to transform lives.

We are a global movement of people, churches and local organisations who passionately champion dignity, equality and justice in countries worldwide. We are the changemakers, the peacemakers, the mighty of heart.

We provide urgent, practical help in times of crisis and beyond. We seek to eradicate extreme poverty by tackling its root causes. Together with people living in poverty, we amplify our voices to speak truth to power and create lasting change.

Everyone is equal in the sight of God. For over 75 years, this has inspired us to stand together in solidarity with our global neighbours, of all faiths and none. Visit https://www.christianaid.org.uk/ for further information.