**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, Kate Burt 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 <https://haemophilia.org.uk/support/talking-red/talking-red/>

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

Ends

**Note for editors:**

**The Haemophilia Society – For everyone affected by a genetic bleeding disorder**

We are the only UK-wide charity for all those affected by a genetic bleeding disorder; a community of individuals and families, healthcare professionals and supporters.

For 70 years we have campaigned for better treatment, been a source of information and support, and raised the awareness of bleeding disorders.

**We want to ensure that everyone affected by a bleeding disorder:**

* Has equality of opportunity
* Has the opportunity to connect with others in the community
* Has the knowledge to feel empowered

**We do this by:**

* Raising awareness about bleeding disorders
* Providing information and support throughout our members lives
* Influencing and advocating on health and social care policy and access to treatment

More than 36,000 men, women and children in the UK have a diagnosed bleeding disorder, and the number rises every year. Membership of The Haemophilia Society is free and open to all.

Our peer support through local groups around the UK, global family network, and online community, offers friendship and a listening ear when needed, as well as enabling people to share their views and experiences. By bringing people together for information and support at events tailored to all life stages, we amplify their voices to reduce isolation and influence government, welfare and health care policy.

Our community are at the heart of everything we do – we work collaboratively with members and health professionals to ensure we make decisions influenced by their valued input and direction.

As bleeding disorders are rare, many people will never encounter The Haemophilia Society; we are largely invisible beyond the communities we serve. So, we have to work doubly hard to raise both awareness and understanding of bleeding disorders and vital funds needed to give those affected the services they deserve and need to live the best life they can.

To find out more, or to become a member for free, visit our website at **haemophilia.org.uk** or call us on **020 7939 0780**.