



Press Release Template

(Name of group) rise to the challenge – and give superbugs the bake-off

The **(name of group)** is holding a party to celebrate the 90th birthday of Britain's greatest-ever medical discovery – Sir Alexander Fleming's penicillin.

But they are also collecting funds to find new drugs before the effectiveness of antibiotics is blown-out completely and millions of people become at risk of death from something as simple as an infected scratch.

(Name of group) Great British Tea Party (*held at **name of place** on **enter date** see close of release for more details*) will raise cash for Antibiotic Research UK (ANTRUK), the world's only charity dedicated to fighting superbugs. The good cause is bidding to beat the kind of antibiotic resistant infection that has blighted the life of 22-year-old Emily.

Born 11 weeks premature and with scarring on her kidneys, Emily is particularly susceptible to urinary tract infections and has received hospital treatment on numerous occasions where she was treated with antibiotics. On the threshold of a career in nursing, Emily endured another infection – but this time the drugs didn't work. Doctors diagnosed her with ESBL, an antibiotic infection which she says meant: "I could never return to that line of work...Boom! Game over on all counts...No career, no job, no money and no real prospects."

Tenacious Emily has since become an ambassador for ANTRUK and is trying to rebuild her life. But for 700,000 people globally, antibiotic resistant infections have meant paying the ultimate price – with misuse and overuse of antibiotics the reason for them passing away.

Backed last year by Dancing on Ice and Buck's Fizz star Cheryl Baker, the **Great British Tea Party** asks groups to pop the kettle on, bake and sell some cake and find a few minutes to discuss the potential dangers of antibiotic resistance.

Experts have placed antibiotic resistance on a par with pollution and the destruction of the environment. These problems can seem so big to us as individuals, but here is our opportunity to go along to a tea party, get to know our community and help save lives.

Sir Alexander Fleming discovered penicillin in 1928, when cleaning up lab equipment on his return from holiday! He noticed that mould in one of his bowls had secreted something that inhibited bacterial growth. Interestingly as far back as 1948, Fleming warned the New York Times newspaper that misuse of antibiotics such as penicillin, could result in dangerous resistant bacteria.

(Name of key person within your organisations/group), of the **(name of group)** added:
“This Great British Tea Party is about our community joining together and enjoying each other’s company, but it is also our contribution to solving a massive human health problem. We have put a tremendous amount of work into our baking and cake collecting and can promise you a Great British Tea Party – where saving lives will also be on the menu!”

The **(name of group)** hold their Great British Tea Party, at:

Full address including post code
On
Include full date
Time of event from start to finish

For further details on the event, contact **(name of key person)** on **(include telephone number)**.

You can donate to ANTRUK’s work by texting (number) or visiting
www.antibioticresearch.org.uk/donate/

Get support organising your own Great British Tea Party by going to
www.antibioticresearch.org.uk/great-british-tea-party/

- Ends -

For further information

Please contact Peter Gibson on 0759 202 8142 or email peter.gibson@antibioticresearch.org.uk

Learn more about Antibiotic Research UK (ANTRUK) at www.antibioticresearch.org.uk

Facebook event page which can be found by visiting www.facebook.com/AntibioticResearchUK/

Twitter @1Antruk