**Strict embargo: 00.01 hrs Thursday 28th March, 2019**

**(CHARITY/GROUP NAME) WANTS YOUR VOTE TO WIN (INSERT £) OF NATIONAL LOTTERY FUNDING**

* **Your vote could see your local community group named a winner in this year’s People’s Projects – make sure you have your say**
* **You get to decide which community projects get National Lottery funding**
* **Film of [group name’s project name] project will be aired on ITV/STV region so that viewers can vote for this year’s winners.**

A local community group in (location) is calling for your vote to secure (insert £) of National Lottery funding as part of this year’s People’s Projects. (Group name’s project name), which is based in (town) and which (brief description of what the project does), is one of five groups in (ITV/STV region) in the running for a share of a life changing pot of £3 million up for grabs across the UK.

Since 2005, the partnership between The National Lottery Community Fund, The National Lottery and ITV / STV has given the public a say in how funding should be put to good use in their local area.

Designed to celebrate some of the incredible projects the National Lottery has supported over the past year, 95 community-based schemes are now shortlisted across the UK. In each region, the three that receive the most public votes will each receive a grant of up to £50,000 to help them continue their work to improve local people’s lives and help their communities to thrive.

On (date that Project broadcasts on ITV), (organisation name) will showcase its project, (Project name) on (ITV regional news) at 6pm telling local viewers exactly why they deserve to win. To be in with a chance of claiming the top prize, (organisation name) is asking people to support its bid by visiting the People’s Projects website to vote. Voting opens at 9am on Monday 1 April at [www.thepeoplesprojects.org.uk](http://www.thepeoplesprojects.org.uk).

If successful, (organisation name) will use the grant to [insert brief description of what the money would be spent on].

**(Name, title, at organisation name,) said:** “This is an exciting opportunity to raise awareness and support for our work and, with your help, to secure further much-needed funding. We urge local people to get behind us. If successful, this will help us to make an even bigger difference to our local community by (say how the money will help).”

**Joe Ferns, UK Funding Director at The National Lottery Community Fund, said**: “As the largest funder of community activity in the UK, we are proud to support groups that are led by the vision, determination and drive of local people to strengthen communities. In previous years we have seen a wide range of successful projects, from a café supporting young carers to animal-assisted therapy for people living with dementia and the development of a bee-friendly orchard. The People’s Projects is a chance for you to have your say on how National Lottery funding can help your community to thrive.”

The People’s Projects has awarded around £42 million to 960 good causes across the UK since it started in 2005.

**Voting closes at noon on Monday 15 April 2019**. People can vote once per region and will need a telephone number or email address to vote. To support the (project name) and for Ts & Cs please visit [www.thepeoplesprojects.org.uk](http://www.thepeoplesprojects.org.uk)

ENDS

**For enquiries, please contact**

**(CONTACT DETAILS)**

**Notes to Editors**:

ABOUT THE ORGANISATION

**About The National Lottery Community Fund and The People’s Projects**

* Each week, The National Lottery generates, on average, £30 million for National Lottery-funded projects – in total £39 billion has now been raised and more than 535,000 individual grants have been made across the UK an average of over 190 lottery grants in every UK postcode district, the biggest programme of civic and social regeneration since the 19th Century.
* The National Lottery has so far given away over £69 billion in prizes and created more than 5,100 millionaires or multi-millionaires since its launch in 1994.
* For further information on The National Lottery and its games, please visit:  [www.national-lottery.co.uk](http://www.national-lottery.co.uk/)
* Players of all National Lottery games must be aged 16 or over.
* The People’s Projects is a partnership between The National Lottery, The National Lottery Community Fund, ITV and STV which gives the public the chance to have a say in how National Lottery funding is spent in their community.
* The People’s Projects funds projects that improve the lives of people and communities across the UK.
* This year 57 awards of up to £50,000 are up for grabs across the UK – three awards in each ITV region.
* For more information on shortlisted groups and voting visit [www.thepeoplesprojects.org.uk](http://www.thepeoplesprojects.org.uk)

**National Lottery Community Fund**

We are the largest community funder in the UK – we’re proud to award money raised by National Lottery players to communities across England, Scotland, Wales and Northern Ireland. Since June 2004, we have made over 200,000 grants and awarded over £9 billion to projects that have benefited millions of people.

We are passionate about funding great ideas that matter to communities and make a difference to people’s lives. At the heart of everything we do is the belief that when people are in the lead, communities thrive. Thanks to the support of National Lottery players, our funding is open to everyone. We’re privileged to be able to work with the smallest of local groups right up to UK-wide charities, enabling people and communities to bring their ambitions to life.

[Website](http://www.tnlcommunityfund.org.uk/) │[Twitter](https://twitter.com/TNLComFund) │[Facebook](https://www.facebook.com/TNLCommunityFund) │[Instagram](https://www.instagram.com/TNLCommunityFund)