**For Immediate Release**  
**[Insert Date]**

**[INSERT TOWN] SOLICITORS SUPPORT LIFE-SAVING CANCER RESEARCH**

[Insert TOWN] solicitors [insert firm name e.g. Smith & Son] have joined forces with Cancer Research UK to help highlight the power of gifts in Wills to save more lives.

Nearly 1 in 2 people will get cancer in their lifetime.\* But all of us can support the research that will beat it.

That’s why the firm based on [insert location e.g. Oxford Road] are playing their part by providing the charity’s Will-writing service, where anyone over 18 can write or update a simple Will at no cost to themselves.

The service is straightforward and easy to use with [insert firm name] professionals on hand to guide clients through the process every step of the way.

Cancer Research UK pays the legal fees, in the hope people will chose to pledge a gift in their Will to support the charity’s life-saving work.

For some, it’s a way to celebrate someone who’s survived thanks to research. For others, it may be a tribute to loved ones they’ve lost to cancer. Whatever the reason, their gift could help drive new discoveries and breakthroughs.

[Insert solicitor’s role], [insert name], said: “Cancer Research UK is the world’s largest charitable funder of cancer research and we are honoured to become part of the progress that has already seen survival in the UK double in the last 50 years.

“At [insert firm name] many of us have friends or family who have been affected by this devastating disease. This is a cause close to our hearts and we are committed to helping the charity beat cancer for future generations.”

Over a million lives have been saved from cancer in the UK since the mid-1980s.\*\* But there’s so much more to do.

Gifts in Wills facilitated by [insert firm name] could help accelerate advances in the prevention, diagnosis and treatment of the disease, bringing hope to thousands of people in [location] and across the UK.

Head of Legacies at Cancer Research UK, Samantha Devlin, said: “We’re delighted to be able to offer our Will-writing service in [insert location] and work with [insert firm name] to help people make an all-important first Will or update an existing one.

“We’re incredibly grateful that most people who use our Will-writing service choose to leave a gift to Cancer Research UK. In fact, gifts in Wills account for a third of the money we raise to beat the disease.

“Our vision is a world where everybody lives longer, better lives, free from the fear of cancer. It’s thanks to the generosity of our supporters and partners that step by step, day by day, our researchers are making this vision a reality.”

**For more information, visit** [**cruk.org/will-writing**](https://www.cancerresearchuk.org/get-involved/leave-a-legacy-gift-in-your-will/free-will-service?utm_source=direct_mail&utm_medium=print_mail&utm_campaign=24dne7&utm_term=legal_professional_toolkit) **or call [insert firm name and telephone number].**

**ENDS**

For further information, please contact [insert email/phone details]

**Notes to Editors**

**\***[cruk.org/millionlives](http://www.cruk.org/millionlives)

\*\*[cruk.org/lifetimerisk](https://www.cancerresearchuk.org/health-professional/cancer-statistics/risk/lifetime-risk)

[Insert firm boiler plate if applicable]

**About Cancer Research UK**

* Cancer Research UK is the world’s leading cancer charity dedicated to saving lives through research, influence and information.
* Cancer Research UK’s pioneering work into the prevention, diagnosis and treatment of cancer has helped save millions of lives.
* Cancer Research UK has been at the heart of the progress that has already seen survival in the UK double in the last 50 years.
* Today, 2 in 4 people survive their cancer for at least 10 years. Cancer Research UK wants to accelerate progress and see 3 in 4 people surviving their cancer by 2034.
* Cancer Research UK supports research into the prevention and treatment of cancer through the work of over 4,000 scientists, doctors and nurses.
* Together with its partners and supporters, Cancer Research UK is working towards a world where people can live longer, better lives, free from the fear of cancer.

*For further information about Cancer Research UK's work or to find out how to support the charity, please call 0300 123 1022 or visit* [*www.cancerresearchuk.org*](http://www.cancerresearchuk.org/)*. Follow us on* [*Twitter*](http://twitter.com/CR_UK) *and* [*Facebook*](http://www.facebook.com/cancerresearchuk)*.*