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FOR IMMEDIATE RELEASE

[Organisation NAME] Joins the World's Coolest Readathon

Support [Organisation Name] in the World's Coolest Readathon to support the Australian Bibliotherapy Foundation

[Location Date] – [Organisation Name] is thrilled to announce its participation in the World's Coolest Readathon, organised by Brothers and Books. This unique initiative challenges participants to read books for 30 days, with proceeds dedicated to enhancing mental health initiatives for first responders, emergency service personnel, and Australian Defence Force veterans.

At [Organisation Name], we recognise the critical importance of mental health in our community and the need to support those who dedicate their lives to public service and safety. By joining this readathon, we are committed to raising vital funds that will directly benefit mental health programs that are providing essential resources and assistance to these courageous individuals.

How You Can Support Us:

- 1. Donate:** Show your support by contributing to [Organisation Name]'s fundraising efforts. Every donation, no matter the amount, will make a significant impact on improving mental health services for our heroes. Visit our dedicated fundraising page [\[insert link here\]](#) to donate today.
- 2. Join the Readathon:** If you share our passion for reading and mental health advocacy, consider signing up for the World's Coolest Readathon. It's an engaging way to challenge yourself while contributing to a worthy cause.
- 3. Spread the Word:** Help us amplify our mission by sharing this opportunity with your network. Together, we can raise awareness and support for mental health among our first responders and veterans.

"We believe that through our collective efforts in reading and advocacy, we can make a meaningful difference in the lives of those who serve our communities and country," said [Organisation Representative].

Join us as we read for a cause and support positive mental health! Together, let's make a positive impact for Australian Heroes.

About [Organisation Name]: [Brief description of the organisation, its mission, and its impact.]

Media Contact: [Your Name] [Your Position] [Phone Number] [Email Address]