

[EXAMPLE]

Press Release (copy text below for your own use)

Care institution/Primary school [name] has reached Tovertafel fundraising goal

The residents/clients/students of [name of care institution or school] are going to experience many moments of happiness. Family members, friends, professionals and interested parties all pulled together to raise the funds needed to buy a Tovertafel! “[quote staff member]”

This care innovation has a proven track record of positively influencing quality of life of people living with dementia, intellectual disabilities or cognitive challenges. The Tovertafel games consist of interactive light projections that promote meaningful play and create moments of happiness. The games are developed in close cooperation with clients, family members and care professionals through our co-design process.

[Name of care institution] has gone to great lengths to raise money for their Tovertafel: [example], [example] and [example]. It goes without saying that the residents/clients/children are thrilled with their purchase: “[quote]”. The Tovertafel will be festively unveiled on [date].

Note for editors:

Please contact [name of care institution] for questions or requests for image material. [name of staff member], [e-mail address of staff member]