LM24 participant press release example – caller

Notes – update any ‘X’s with relevant information, **AND** make sure you **delete** the comments before sending this to your local media

**For immediate release**  
X

**Local runner takes on the 2024 TCS London Marathon for Samaritans to thank volunteers who saved his life**

* Adam Jones, 53, from Southampton, credits the suicide prevention charity with helping him at his lowest moments
* The 2024 TCS London Marathon will be Adam’s first time participating in the iconic event, and completing the 26.2-mile distance

Adam Jones from Shirley, in Southampton is taking part in the 2024 TCS London Marathon next April for Samaritans, as a way of thanking the volunteer that helped save his life.

The mechanic and father of two will be taking on the iconic race for the first time to raise money for the suicide prevention charity, who are the 2024 TCS London Marathon Charity of the Year.

Adam contacted Samaritans back in 2019 when his mental health spiralled, and he was experiencing suicidal thoughts.

**Adam said:** “I knew I was unhappy, but I didn’t realise just how bad my situation was. I was drinking a lot and had just split up from my partner – everything was piling up and I couldn’t see any way out.

“My thoughts were getting darker as I got more desperate. One night I thought I’d try calling Samaritans. The volunteer was amazing – very patient, understanding and calming.

“I can say completely honestly that I would not be here today without that call. It feels like an honour to join #TeamSamaritans and show that I *Believe in Tomorrow* as it’s exactly how that volunteer made me feel.”

All the money raised by Adam will help Samaritans train more volunteers and help the charity keep its helpline open 24 hours a day, 365 days a year.

Volunteers across the UK and Republic of Ireland spent over one million hours responding to calls for help last year and continue to be there around the clock for anyone who needs a listening ear, helping them believe in tomorrow.

**Adam continued**: “The marathon is a massive challenge, especially for a non-runner like myself, but it’s the least I can do to say thank you.

“I’m forever grateful - I’ve been able to see my children grow up, I’ve got a new partner now and plan to start my own business.

“Sadly, there are lots of people still struggling so, as well as raising as much money as I can, I’m really keen to highlight the life-changing support Samaritans provide.

“Times are tough financially for everyone I know, so anything anyone can spare – the price of a coffee – will help a lot.”

To support Adam and donate, visit his Enthuse fundraising page here.

**Ends**

For more information, photos, or to arrange an interview, please contact X

**About Samaritans:**

* Samaritans is the official Charity of the Year for the 2024 TCS London Marathon.
* Participants will take to the streets of London and across the nation for the 2024 TCS London Marathon on Sunday 21 April. To get involved and show you believe in tomorrow and find out more about the Charity Partner of the Year partnership, visit <https://www.samaritans.org/tcs-london-marathon-2024/>
* Anyone can contact Samaritans FREE any time from any phone on 116 123, even a mobile without credit. This number won’t show up on your phone bill. Or you can visit [www.samaritans.org](https://www.samaritans.org/)
* Every 10 seconds, Samaritans responds to a call for help.
* Samaritans is a charity and it’s the public’s kind donations and 23,000 volunteers that mean we are always there for anyone struggling to cope. Find out how you can [support us](http://www.samaritans.org/supportus) or [volunteer with us](https://volunteer.samaritans.org/volunteer).
* You can follow Samaritans on social media on [Twitter](https://twitter.com/samaritans), [Facebook](https://www.facebook.com/samaritanscharity/) and [Instagram](https://www.instagram.com/samaritanscharity/).