

News Release to Local Media

Here is an example of a news release for local media. BVA members are free to copy it entirely or partially then send it to their local news paper, radio station or website.

Local Vet's Support for the Joint Campaign Against Bluetongue - Don't Hesitate, Vaccinate

Date ..

According to of (name of practice) with the end of the vector-free period and the threat of more cases of bluetongue, organisations from across all elements of the livestock sector have banded together in a Joint campaign Against Bluetongue (JAB), with the strapline 'don't hesitate, vaccinate'.

The campaign has been boosted by the news that a vaccine has been licensed for use in the UK with the first three million doses to available in May. According to (name of vet) "this is a significant step forward for the campaign, which is aimed at getting farmers and other livestock owners behind a vaccination programme to stop bluetongue in its tracks. People need to identify how much vaccine they need for their livestock and then contact their vet."

(name of vet) said "the emergence of bluetongue is a completely new challenge for vets and our clients and we are determined to do all we can to assist farmers and livestock owners in combating it. Indeed all those involved with JAB, which includes livestock farmers, livestock markets and meat and dairy processing as well as vets are committed to working together on the campaign to achieve the mass vaccination of bluetongue susceptible animals, including goats and camelids".

ENDS

Notes for Editors

1. For further information please contact ... (details of veterinary practice) or the BVA Press Office on 020 7908 6340 or media@bva.co.uk
2. For more information on Defra's plans see its [roll-out plan](#)
3. List of JAB supporters:

British Veterinary Association (BVA)
British Cattle Veterinary Association (BCVA)
Sheep Veterinary Society (SVS)
National Farmers' Union (NFU)
National Beef Association (NBA)
National Sheep Association (NSA)
Royal Association of British Dairy Farmers (RABDF)
Country Land and Business Association (CLA)
Tenant Farmers Association (TFA)
Livestock Auctioneers Association (LAA)
British Meat Processors Association (BMPA)
Association of Independent Meat suppliers (AIMS)
Dairy UK
The Rare Breed Survival Trust
British Alpaca Society
British Llama Society
British Simmental Society
English Beef and Lamb Executive
Sheep Centre