**FOR IMMEDIATE RELEASE: (INSERT YOUR CITY, DATE)**

**<insert your business name** **and URL here>**

<your name>

<contact phone>

<contact email (one with your business domain name where possible)>

*Suggested email subject:* ***Let’s Get Back to Basics***

*‘74% of UK adults have felt so stressed at some point over the last year they felt overwhelmed or unable to cope.’ From survey commissioned by Mental Health Foundation in 2018. While we’re a few years down the line from when this survey was conducted, life seems to have become overly complicated over the last few years and the pressure has been building not only to lead better lives but with less clutter too. This year we’re bringing it back to basics, helping to reduce the overwhelm and pressures put on us all to show that small steps really do lead to big changes both mentally and physically in our homes and offices.*

*This year National Organising Week is focused on ‘Let’s Get Back to Basics’. The focus on our homes to be better organised and more visually pleasing has increased significantly over the last few years putting a great deal of pressure on us all and we hope that by sharing practical, valuable and easy-to-use advice on organising your home a bit better, we can help as many people as possible to create environments that are positive and supportive to the needs of the home owner.*

**During NOW 2024 there will be a theme each day focusing on solutions to help people reduce overwhelm by taking a step back, developing their organising skills and applying simple tips and tricks that can make a big difference.**

**APDO will be sharing ready-made content including blog posts on the APDO website packed full of guidance, tips, and information created to support others during this time.**

**APDO members will also be taking to social media to inspire, motivate and share thoughts with their audience.**

**Follow their activities via the following hashtags:**

**#NOWorganise #happyspace #mentalhealth #apdo #apdohomeorganisation**

APDO member <insert your name and business name, URL for your website> explains (*feel free to adapt to suit personal style / target audience etc but, if you’re stuck for words, here’s a suggestion)* **“National Organising Week is an exciting time for us, as the industry experts, to share our knowledge and natural skills with the public to help you overcome organisational challenges in your home. To mark the occasion I / we will be doing / hosting / sharing….** <<Insert details with your own event (if you’re holding one) / general plans for NOW and how the audience could get involved>>  NB: include: date; time; venue; purpose of event etc

Please do get in touch if you can see an opportunity to collaborate for National Organising Week 2024.

**<insert your business name** **and URL here>**

<your name>

<contact phone>

<contact email (with your domain name where possible)>

**###**

**Notes to editors:**

APDO Association of Professional Declutterers & Organisers represents the UK decluttering and organising industry. Founded in 2004, it is now a thriving professional community with over 400 verified members across the UK and internationally. It is a not-for-profit membership body that sets standards, provides professional development and supports the growth of the industry. Each APDO member either runs their own decluttering and organising business or works for such a business.

The [APDO online directory](https://www.apdo.co.uk/find-an-organiser/) helps clients find a local organiser. APDO organisers can team up with clients both virtually and physically (following local government guidelines). APDO also provides [training courses for professional organisers](https://www.eventbrite.co.uk/o/apdo-association-of-professional-declutterers-amp-organisers-7540400895) (available virtually).

For more information about APDO please go to [www.apdo.co.uk](http://www.apdo.co.uk/) or contact admin@apdo.co.uk