



INSERT ORGANISATION/EVENT LOGO

MEDIA RELEASE

Dying to Know and [Organisation Name] Help [Community/Region] Stop the Guesswork

From funeral songs to final wishes, local [event type] encourages people to share what matters most before it's too late

[Location], [Date] – [Organisation Name] is joining this year's **Dying to Know** campaign by hosting [Event Name], a [workshop/community conversation/seminar/webinar/event] encouraging Australians to start conversations about their end-of-life wishes and the things that matter most before it's too late.

[Insert event details including date, time, location, what attendees can expect, and how to register. Include one or two sentences about why your organisation is hosting this event or why these conversations are important to your community.]

The national Dying to Know campaign culminates annually on **8 August** with **Dying to Know Day**. Through the campaign's theme of ***Nobody Knows***, Australians are reminded to stop leaving their loved ones to play the world's worst guessing game. Because if people don't share their wishes, *nobody knows*.

While many people assume their loved ones know what they would want, research from Palliative Care Australia (2024) shows only one in four Australians have discussed their end-of-life wishes with their family. Dying to Know encourages people to start conversations about the things that matter most — from healthcare preferences and funeral wishes to digital legacies, treasured traditions, family recipes, pets, and even the song they'd like played at their farewell.

[Insert Suggested spokesperson quote/Adjust as Desired]:

"We're proud to be part of this year's Dying to Know campaign, helping create a safe and welcoming space for our community to have conversations that are often avoided," said [Insert Spokesperson Name, Title]. "By talking about what matters now, we can help reduce uncertainty and give our loved ones confidence when they need it most."

[Optional: Insert additional quote more event focused]

Help Build Australia's Final Playlist

As part of this year's Dying to Know campaign, Australians are invited to contribute to Dying to Know: Australia's Final Playlist by sharing the song they'd like played at their funeral, farewell or celebration of life. The light-hearted question, *"What's your funeral song?"*, is designed to help start meaningful conversations about end-of-life wishes. Australians can add their song to the national Spotify playlist or submit it online. To learn more about the Dying to Know campaign or contribute to Dying to Know: Australia's Final Playlist, visit www.dyingtoknow.au.

Communities across Australia are taking part in the Dying to Know campaign by hosting events that encourage open conversations about death, dying and planning ahead. People are also encouraged to share their chosen funeral or farewell song using #NowTheyKnow and tag @dyingtoknow on Facebook and Instagram.

For more information or to register for [Event Name], visit [Insert organisation website and/or event registration details].

ENDS

[Insert paragraph about your organisation]

Dying to Know is powered by Proveda

Dying to Know is a national annual campaign that encourages Australians to have open conversations about death, dying and end-of-life planning. Culminating each year on 8 August, the campaign brings together communities, health professionals and organisations through events and resources that help people live, grieve and die better. With this year's theme, "Nobody Knows," the campaign highlights the importance of sharing your end-of-life wishes with loved ones before it's too late and aims to normalise these conversations. Dying to Know hopes to help ensure end-of-life decisions reflect what matters most to each individual while building more compassionate and connected communities.

A valued partner, trusted provider and respected employer, **Proveda's** purpose is to enable individuals and communities to grow, connect and feel supported through collective expertise. Established in 1994, Proveda is a not-for-profit, community-led organisation that provides education and supports people, their families, and carers to navigate the health and social care systems, access the services they require, when they require them, and to live the life they want.

For access to interview requests and images please contact:

Contact Name, Title

Organisation Name

Phone Number | Email