# SAMPLE PRESS RELEASE

**[PRINT ON PROGRAM LETTERHEAD OR NATIONAL PREVENTION WEEK LETTERHEAD, OR INSERT PROGRAM LOGO HERE]**

**FOR IMMEDIATE RELEASE:** [DISTRIBUTION DATE]

**CONTACT:**   
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[PHONE NUMBER], [EMAIL]

### [YOUR CITY]-Based [ORGANIZATION NAME] Joins National prevention week Celebrations Across the Country

#### [oRGANIZATION NAME] TO HOST [EVENT NAME] ON [DATE]

**[CITY, State]** — Today, [ORGANIZATION NAME] will join communities across the country in celebrating the Substance Abuse and Mental Health Services Administration’s (SAMHSA) National Prevention Week 2024 to increase public awareness of, and action around, mental and substance misuse disorders.

Each year, SAMHSA’s National Prevention Week showcases the work of communities and organizations across the country dedicated to raising awareness about the importance of substance misuse prevention and positive mental health. National Prevention Week celebrates these year-round initiatives, and the possibilities prevention brings. This year, National Prevention Week [will take/took] place May 12–18.

To encourage healthy decision-making, celebrate prevention, and bring together our community, [ORGANIZATION]is partnering with [COLLABORATING ORGANIZATION(S)]to host [EVENT OR ACTIVITY] on[DATE]. [EVENT OR ACTIVITY]will [DESCRIBE HOW THE EVENT WILL SERVE THE COMMUNITY—EDUCATE, SHOWCASE LOCAL RESOURCES, RAISE AWARENESS, ETC.].

“SAMHSA’s National Prevention Week is an opportunity for us to join communities across the country to celebrate the communities and organizations that make a positive impact on

substance misuse prevention,” said [NAME AND TITLE OF PROGRAM SPOKESPERSON]. “Substance misuse prevention begins with each of us, and we all have the power to foster a healthier future for ourselves and those we care about.”

SAMHSA’s National Prevention Week echoes a key message of the 2016 *Surgeon General’s Report on Alcohol, Drugs, and Health*: We can shift the way society thinks about substance misuse and substance use disorders while identifying actions that individuals and communities can take to prevent and treat these conditions. [ORGANIZATION]is proud to be one of many organizations around the country encouraging people to raise awareness about the importance of substance misuse prevention and mental health promotion in their communities as part of National Prevention Week.

For more information on [EVENT OR ACTIVITY], visit [LINK]. [EVENT OR ACTIVITY]is free to the public; no registration necessary.

If you would like more information about [ORGANIZATION], visit [LINK].

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[SHORT DESCRIPTION OF YOUR ORGANIZATION: WHAT IT IS, WHEN IT WAS ESTABLISHED, HOW IT IS FUNDED, WHY IT EXISTS, WHOM IT HELPS, AND ITS GEOGRAPHICAL SERVICE AREA]