



MAY 9-15
2021

SAMPLE PRESS RELEASE

**[PRINT ON PROGRAM LETTERHEAD OR NPW 2021 LETTERHEAD, OR
INSERT PROGRAM LOGO HERE]**

FOR IMMEDIATE RELEASE: [DISTRIBUTION DATE]

CONTACT:

[NAME OF PRESS CONTACT HERE]

[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 (NPW) 2021 to increase public awareness of, and action around, mental and substance use disorders.

Each year, SAMHSA’s NPW promotes prevention year-round by providing ideas, building capacity, and sharing tools and resources to help individuals and communities make substance use prevention happen every day. This year, NPW 2021 will take place May 9–15.

To encourage healthy decision-making and rally people to reach their full potential, [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 NPW is an opportunity for us to join communities across the country to celebrate the positive impact that we can have 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 NPW 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 use prevention and mental health promotion in their communities as part of NPW 2021.



www.samhsa.gov/prevention-week



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To register for [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].

[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]

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