



## Sample News/Press Release:

**[PRINT ON PROGRAM LETTERHEAD OR INSERT PROGRAM LOGO HERE]**

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

### **CONTACT:**

[INSERT NAME OF PRESS CONTACT HERE]

[PHONE NUMBER], [EMAIL]

### **[YOUR CITY]-Based [YOUR PROGRAM NAME] Joins More than 1,100 National Children's Mental Health Awareness Day Celebrations Across the Country**

**[CITY, State]** — Today, [NAME OF YOUR PROGRAM] joined more than 1,100 communities across the country in celebrating the Substance Abuse and Mental Health Services Administration's (SAMHSA) National Children's Mental Health Awareness Day to highlight the importance of children's mental health. This year, the national focus of Awareness Day is [FOCUS].

For [INSERT NUMBER] years, [NAME OF YOUR PROGRAM] has offered children, youth, and young adults with mental or substance use disorders in [INSERT NAME OF COMMUNITY] the services and supports they need to meet their goals at home, at school, and in the community. [SHARE RELEVANT LOCAL EVALUATION DATA IF AVAILABLE.]

To celebrate Awareness Day locally, [NAME OF YOUR PROGRAM] hosted [INSERT DESCRIPTION OF EVENT], involving more than [MINIMUM NUMBER OF EXPECTED PARTICIPANTS] from [NAMES(S) OF AREA(S)]. [INCLUDE ANY OTHER PERTINENT INFORMATION REGARDING YOUR EVENT HERE.] [IF EVENT/PROGRAM ADDRESSES THE NATIONAL FOCUS, INSERT DETAILS HERE.]

“Awareness Day is an opportunity for us to join with more than 1,100 communities across the country in celebrating the positive impact that we can have on the lives of children, youth, and young adults when we are able to integrate positive mental health into every environment,” said [NAME AND TITLE OF PROGRAM SPOKESPERSON]. “When we focus on building resilience and social-emotional skills in children, youth, and young adults, we can help these individuals and their families thrive.”

[INSERT QUOTE FROM YOUTH OR FAMILY MEMBER ABOUT WHAT AWARENESS DAY MEANS TO THEM.]

[SHORT DESCRIPTION OF YOUR PROGRAM: 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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