

PRESS RELEASE TEMPLATE
(remove header before distributing)

FOR IMMEDIATE RELEASE
[Insert date]

**Contact: [Insert contact name, phone
and e-mail]**

**[INSERT ORGANIZATION] OBSERVES COPD AWARENESS MONTH WITH
[INSERT EVENT]**
Serious lung disease is 4th leading killer in US

[Insert city] – [Insert your organization] is joining the National Heart, Lung, and Blood Institute's (NHLBI's) *COPD Learn More Breathe Better* campaign in observing COPD Awareness Month by hosting [insert event here]. COPD (chronic obstructive pulmonary disease) is a serious lung disease that makes breathing difficult. It is the fourth leading cause of death in the United States, and is expected to be the third leading cause of death by 2020.

NHLBI launched the *COPD Learn More Breathe Better* campaign in January of 2007 to promote awareness of COPD, to educate Americans about its risk factors, and to encourage early diagnosis. COPD is most often characterized by shortness of breath and a persistent cough. Those over the age of 40 with a history of smoking are particularly at risk, however 1 in 6 people with COPD have never smoked.

"There are 12 million Americans diagnosed with COPD, and we estimate that another 12 million people have the disease and don't even know it," says James Kiley, Ph.D., Director, Division of Lung Diseases, NHLBI. "NHLBI really appreciates the work of the partners who have joined our campaign to educate the public and patients about this devastating lung disease."

In honor of COPD Awareness Month, [Insert 2-3 sentences about what your organization is doing to celebrate COPD Awareness Month]

[Include a quote by spokesperson from your organization, or a local doctor or COPD expert].

For more information about COPD Awareness Month activities taking place across the country and to learn more about the *COPD Learn More Breathe Better* campaign, visit www.LearnAboutCOPD.org.

[Insert your organization's boilerplate]

###