

SAMPLE NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: [NAME]
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[ORGANIZATION NAME] TO LAUNCH HEALTH INITIATIVE WITH “FUN WALK” AND HEALTH FAIR

[CITY, STATE, DATE]—For women who have been trying to improve their health through fitness or by eating healthier, but cannot seem to find the time or the motivation, a new national initiative may provide the answer. [ORGANIZATION NAME] is launching a *Sisters Together: Move More, Eat Better* program in [NAME OF COMMUNITY] that encourages Black women to maintain a healthy weight by becoming more physically active and eating healthier foods. This program details the fundamental steps that allow participants to make healthful choices in selecting foods, becoming active, using resources, building partnerships, and increasing self-efficacy.

The highlight of the launch will be a “fun walk” and health fair on [DATE] at [TIME] at [LOCATION]. The health fair will offer free nutrition and physical activity information, healthy cooking demonstrations, music, giveaways, face painting, and balloons for kids. The program also provides educational materials on a variety of topics, including physical activity, nutrition, and hair care for active Black women.

This program is being launched in the shadow of recent statistics indicating that 77 percent of U.S. Black women age 20 and older are overweight, and nearly 50 percent of Black women are classified as obese.

To learn more about the [ORGANIZATION] *Sisters Together* “fun walk” and health fair, call [PHONE NUMBER].