



Press Release

Template

This template can be customized to highlight your asthma awareness event. Learn specific information about the number of children with asthma in your state from the Centers for Disease Control and Prevention's Web site at www.cdc.gov/asthma. Include this information in your press release.

FOR IMMEDIATE RELEASE

Contact: [Name]
[Phone Number]
[Email Address]

[YOUR COMMUNITY] CELEBRATES ASTHMA AWARENESS MONTH

[PLACE-Release DATE]- In the United States alone, more than 6 million children have asthma, [INSERT LOCAL PREVALENCE] which is one of the most common serious chronic diseases of childhood. In addition, asthma is a leading cause of hospitalization, emergency department visits, and school absenteeism [insert your state specific asthma statistics].

In response to these alarming statistics, and in an effort to raise public awareness of the risks faced everyday by about 23 million Americans living with asthma [INSERT STATE AND/OR LOCAL PREVALENCE], [YOUR ORGANIZATION] is joining the Environmental Protection Agency (EPA) to participate in Asthma Awareness Month and World Asthma Day. [YOUR ORGANIZATION] is holding a [NAME OF EVENT] on [DATE] at [LOCATION] in [CITY].

All across the world, events are being held in May as part of Asthma Awareness Month. Join [YOUR ORGANIZATION] and EPA at events nationwide during May. Each event will raise awareness about indoor and outdoor pollutants that trigger asthma and ways to prevent asthma episodes.

For more information on EPA's Asthma Program and Asthma Awareness Month, log on to www.epa.gov/asthma and [YOUR ORGANIZATION'S WEB SITE].

