## [INSERT: Date you will issue the news release]

## 

**[INSERT: Organization] hosts [INSERT: initiative] for Fall Prevention Month**

[INSERT: Subhead that enhances your headline or provides greater context]

[INSERT: Compelling opening statement that captures audience attention. Ex. Falls account for 85 per cent of injury-related hospitalizations among older adults and Maple Leaf Family Clinic is ready to reduce the risks.]

[INSERT: City] – November is Fall Prevention Month. In [INSERT: City/Region], [INSERT: Organization] is hosting [INSERT: name of event] to raise awareness and to prevent falls and falls related injuries in older adults.

[INSERT: More detail about the event]

[INSERT: At least one quote from the people involved or affected that offers an opinion, defines the situation or shows a state of mind.]

* One quote, from senior management, should speak about your organization’s commitment to fall prevention *(senior management at your organization or partners, local politicians, and/or people in the public eye who will be present at the event and willing to be interviewed)*
* Other quotes can hype the initiative or reinforce fall prevention key messages

[INSERT: Relevant fact about prevalence of issue – draw from the fact bank within the toolkit. It takes a community to prevent a fall. We all have a role to play.

[INSERT: Description of event with pertinent details like address, date, time, parking, is media invited to attend, provide information about a photo opportunity].

[Insert: Call to action]

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(This signals the end of your release)

**About [INSERT: Name of Organization]**

[INSERT: 3-4 sentences about your organization].

**For more information, contact:**  
  
[INSERT: Name, Title]  
[INSERT: Organization]  
[INSERT: Phone number (daytime and after-hours, if applicable)]  
[INSERT: Email address (Be sure this person is available for calls when the release is distributed)]