SAMPLE PRESS RELEASE

[ADAPT AS NEEDED BY INCLUDING ANY RELEVANT LOCAL INFORMATION (I.E., EVENTS, LOCAL STATISTICS)]

**For Immediate Release**

**Contact: [INSERT NAME OF PRESS CONTACT HERE], [PHONE NUMBER], [EMAIL]**

**[COALITION/ORGANIZATION] Recognizes November 30 as Meth Awareness Day**

**[COALITION/ORGANIZATION]** joins organizations across the state to recognize November 30 as Methamphetamine Awareness Day. Governor Scott Walker recently issued a proclamation in support of Methamphetamine Awareness Day, aimed at educating Wisconsinites about the dangers and effects of methamphetamine use.

Marshfield Clinic Health System, Northwoods Coalition, and Alliance for Wisconsin Youth in partnership with the Wisconsin Department of Justice and the Wisconsin Department of Health Services encourage organizations and individuals to take action on KNOW METH AWARENESS DAY. This day is an opportunity for everyone in Wisconsin to learn more about the dangers of methamphetamine use and addiction, and what actions can be taken to prevent it.

Meth is becoming more prevalent in Wisconsin and KNOW METH AWARENESS DAY allows the community to work together to help fight this growing epidemic. **[REPLACE THE FOLLOWING SENTENCE WITH LOCAL STATISTICS, IF AVAILABLE.]** From 2011 to 2016, meth availability in Wisconsin increased 250% according to the 2016 Wisconsin Methamphetamine Study.

“Our goal is to encourage people to talk to their children and family members about the risks and dangers of meth use and to get involved by supporting **[INSERT LOCAL COALITION/ORGANIZATION]** in taking action to prevent meth use,” stated **[NAME OF OFFICIAL]**.

**Community members are encouraged to participate in KNOW METH AWARENESS DAY**

* Talk to your children, friends, and family members about the risks and dangers of meth use
* Learn about the risks and [get the facts](https://knowmethwi.org/know-meth/) about meth
* Monitor the use of pseudoephedrine (cold medicine) in your home
* Refuse to purchase pseudoephedrine for another person
* Report suspicious activity to law enforcement’s drug tipline: 1-800-622-3784
* If you come across suspected meth lab waste, immediately contact your local law enforcement agency
* Review KNOW METH resources and get involved in **[INSERT LOCAL COALITION/ORGANIZATION]**
* Attend KNOW METH AWARENESS DAY event(s) in your area **[ENTER LOCAL EVENT DETAILS]**



Visit knowmethwi.org to learn more.