**PRESS RELEASE:** Month XX, Year

Media Contact:  
Name  
Email Address  
Phone

**ABC Organization Expands Harm Reduction Capacity in Oklahoma with XYZ Project**

CITY, STATE\* (Month XX, Year) — Your opening paragraph will contain your organization’s name, the purpose of the press release (i.e., what you are announcing) and a “hook” (i.e., a problem you seek to solve). Also in the opening paragraphs, it’s a good idea to link to your website and to the National Council’s website.

**Example:**

*ABC Organization is pleased to announce that, thanks to support from the National Council for Mental Wellbeing, Oklahoma has received a tremendous boost in its harm reduction efforts.*

*The opioid crisis, coupled with the COVID-19 pandemic, has led to unprecedented rates of overdose death, with more than XXX overdose deaths occurring in Oklahoma alone in the last year. Approximately XX% of the Oklahoma prison population has a substance use disorder or was incarcerated for a drug-related crime, and individuals released from incarceration are at significantly greater risk for overdose in the two weeks following their release compared to the general population.*

*This grant will help ABC Organization pursue strategies to reduce overdose and other drug-related harms and to prevent or reduce harms related to criminal justice involvement for people who use drugs or people with substance use disorder.*

A quote from the organization’s leader is a good following paragraph to personalize the press release and introduce the main contact for the organization or project.

**Example:**

*“This National Council grant will increase our capacity to serve an additional 500 individuals, which is an increase of more than 25%,” said Executive Director of ABC Organization [Name]. “We are grateful for National Council’s commitment to help us protect the health of some of the most vulnerable Oklahomans.”*

The next two paragraphs should provide background about your organization, outline the specifics of the program you are announcing, and explain the problem(s) you are addressing. As a suggestion, it’s good to include statistics and concrete data as well as aspirational ideas to tell your story.

**Examples:**

* *The history of your organization.*
* *Your service area and the individuals you serve.*
* *The needs in your service area, which are best told with statistics.*
* *The issue area(s) that your organization is tackling.*
* *The specific benefits that will come from this program.*
* *The difference this funding will make.*

In the last paragraph, you may want to include an impactful quote, depending on the nature of the press release.

**Example:**

*“Having this support from the National Council means that XX harm reduction kits will be distributed to those who need them most much more quickly and efficiently than we ever could have done alone,” said [Executive Director].*

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At the very end of your release, add your boilerplate (general, evergreen information about your organization). If you quote the National Council, please also add our boilerplate below yours.

**About [YOUR ORGANIZATION]**

Insert your organization’s boilerplate.

**About the National Council for Mental Wellbeing**

Insert the National Council’s boilerplate.

\*Note: The dateline reflects where the news is taking place. Abbreviate the state name — but use traditional, rather than postal, abbreviations. Note that if a city stands alone in text, the state isn’t used here. (Exception: Washington, D.C.) (See “States and Cities” on this [Associated Press Style page](https://owl.purdue.edu/owl/subject_specific_writing/journalism_and_journalistic_writing/ap_style.html) for more information.)

* CITY, State (Date) —
* WASHINGTON, D.C. (Jan. 6, 2021) —
* NEW ORLEANS (April 3, 2016) —