

# Press Release Template

## Instructions

1. Organization Logo – Replace this text with your organization's logo
2. Contact – Replace the text with the contact information for your organization
3. Organization – Replace with your organization's name
4. Ensure that the dates are changed. This year, Falls Prevention Awareness Week is  
September 23-28, 2024
5. Community – Replace with the community your organization supports
6. Quote from organization spokesperson about why this event is so important for older adults  
in the community -
7. What - Description of the event. Be sure to include planned activities and interesting  
information
8. Who - List of special guests. Make sure to list in order of importance, with elected  
officials first
9. When - Date and time of event
10. Where - Address of event/or link to virtual event

# Press Release Template

[ORGANIZATION LOGO]

## CONTACT:

[Name]

[Title]

[Organization]

[Phone]

[Email]

**[Organization]** marks Falls Prevention Awareness Week **[September 23-28]** with special event and online tool to help older adults in **[community]** stay falls free

[CITY, STATE] [DATE] — Did you know that falling is NOT a normal part of aging?

[ORGANIZATION] is committed to empowering all older adults in [COMMUNITY] to reduce their risk of falls, which are one of the greatest causes of serious injuries and death among people over age 65. On [September 23-27, 2024], [ORGANIZATION] is partnering with the National Council on Aging (NCOA) and Iowa Falls Prevention Coalition (IFPC) to mark Falls Prevention Awareness Week.

As part of this national outreach campaign, [ORGANIZATION] is holding an event to raise awareness among older adults in our hometown. The event will feature a new online falls risk assessment tool available at no cost to individuals across the country. Visitors to [www.ncoa.org/FallsFreeCheckUp](http://www.ncoa.org/FallsFreeCheckUp) can complete a short survey that screens them for the most common falls risk factors.

**“[Quote from organization spokesperson about why this event is so important for older adults in the community],” said [name, title, organization].**

## WHAT:

[Description of the event. Be sure to include planned activities and interesting information.]

## WHO:

[List of special guests. Make sure to list in order of importance, with elected officials first.]

## WHEN:

[Date and time of event]

## WHERE:

[Address of event/or link to virtual event]

“[ORGANIZATION] has a strong history of helping older residents in [COMMUNITY],” said [NAME, TITLE, ORGANIZATION]. “We’re proud to be part of this national education and outreach initiative that is helping millions of older adults age well and stay falls free. We encourage people to attend our event and visit [www.ncoa.org/FallsFreeCheckUp](http://www.ncoa.org/FallsFreeCheckUp) for a free assessment.”

**About [ORGANIZATION]**

[Your organization description]

**About NCOA**

The National Council on Aging (NCOA) is the national voice for every person's right to age well. We believe that how we age should not be determined by gender, color, sexuality, income, or ZIP code. Working with thousands of national and local partners, we provide resources, tools, best practices, and advocacy to ensure every person can age with health and financial security. Founded in 1950, we are the oldest national organization focused on older adults. Learn more at [ncoa.org](https://ncoa.org) and [@NCOAging](https://twitter.com/NCOAging).

**About IFPC**

The Iowa Falls Prevention Coalition (IFPC) facilitates the collaboration between state, community, and health care system partners to reduce falls by building awareness, providing education, and supporting implementation of fall prevention efforts. The Iowa Falls Prevention Coalition is made up of 65+ agencies and community-based organizations that work together to support the expansion and sustainability of falls prevention programs and services across the state that educate lowans about the risk of falls, address their fear of falling, and teach exercises to improve their balance and increase their activity levels. Learn more at [iacommunityhub.org/iafallscoalition/](https://iacommunityhub.org/iafallscoalition/).