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FOR IMMEDIATE RELEASE

NEARLY 2,000 WALKERS EXPECTED TO TURN OUT
FOR THE CARSON J SPENCER FOUNDATION ANNUAL SUICIDE PREVENTION FAMILY DAY

[WHO, WHAT, WHEN, WHERE in LEAD]

The Carson J. Spencer Foundation will host its 10th annual Suicide Prevention Family Day from 7 a.m. – 1 p.m. on Saturday, September 6 at Jones Park in Loveland.

[SUPPORTING INFO]

More than 2,000 people are expected to take strides against suicide in the 6k walk that begins and ends in Jones Park. Suicide Prevention Family Day is held every year in support of survivors of suicide and to raise money to fund suicide prevention programs in metro Denver. It is always held in September in honor of National Suicide Prevention Month.

In 2008, the Carson J. Spencer Foundation raised \$100,000 through the walk.

[QUOTE]

“Last year was a banner year for us in fundraising for suicide prevention programs,” said Sally Spencer-Thomas, foundation president. “This year, we hope to raise even more in order to support even more programs that help save lives.”

In addition to the walk, there will be activities for children, including a bouncy castle, face painting and more. There will also be more than 30 vendors from mental health organizations, suicide prevention groups and others who are working to save lives.

[MORE SUPPORTING INFO]

September is the National Suicide Prevention month. Events are being held statewide. A complete list of activities is available on the Suicide Prevention Coalition of Colorado’s Web site at www.suicidepreventioncolorado.org.

[BOILER PLATE ABOUT NEED FOR SUICIDE PREVENTION]

In Colorado, suicide is the 9th leading cause of death among adults. A person dies by suicide about every 18 minutes in the United States, and attempts are estimated to occur every minute. Ninety percent of all people who die by suicide have a diagnosable and treatable mental disorder.

[ORGANIZATION BOILER PLATE]

The *Carson J Spencer Foundation* was established in 2005 to preserve the memory of Carson J. Spencer, who took his life after a difficult battle with bipolar disorder on December 7, 2004. Spencer-Thomas is a survivor of her brother's suicide.

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Press Release tips

Put press releases in the body of an email. Do not send Word documents. Use the subject line to give hint of what the release is about.

The above template is a very standard template for a press release. It is not "exciting" or "flowery." It's direct and to-the-point. That's the basic idea behind a press release.

Find the person at the newspaper/TV station, etc. who is most likely to cover this – if it's a weekend event, send to weekend anchors, etc. For newspapers, find the person who covers human interest.

Keep press releases short...one page is great!

Send the press release only one or two days in advance; call the news desk to remind them to come. Do this the evening before the event. Be brief. Call at off peak hours. The folks covering the news desks aren't busy then and are more receptive.

Be cheerful and simply say you're calling to remind them about the event and that you hope they can cover it.

If there is something visually appealing about your event, include PHOTO OP at the top of the email.

If you have a relationship with someone at the media outlet, call him/her directly and ask for help with coverage.

Think about what is appealing with your pitch. What else is happening that day? You may be competing with the first high school home football game or Bronco's football. What could work? A lead example:

"Tailgating isn't the only activity this weekend in NAME OF TOWN. EVENT at" It doesn't hurt to acknowledge the competing activity.

Put -30- centered at the end of your release so the reporter knows it's complete.

Include contact information at the top.