



## **Press Release Instructions**

- The attached forms are templates that can be personalized to your office and used to send out to your communities as press releases.
- All parts highlighted in yellow and written in gray are the parts that should be changed and personalized to your specific office.
- In the header put the name, telephone number and email address of a direct contact in the office of the physician or practice who is sending out the press release.
- Insert the current month, date, year, city and state at the beginning of the release.
- Insert your own physician quote(s) in the appropriate spots. The quotes that are presently inserted are examples to demonstrate format.
- Be sure the quotes are attributed correctly, like the examples.
- It is important to double-check the entire release to make sure it is completed correctly before you send it out to local media or to the public.

*The Physicians Coalition for Injectable Safety is founded by these prestigious organizations:*

