



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:

