

# Press Release Template

[PRINT ON PROGRAM LETTERHEAD OR INSERT PROGRAM LOGO HERE]

**FOR IMMEDIATE RELEASE:**  
[INSERT DISTRIBUTION DATE]

**CONTACT:**  
[INSERT NAME OF PRESS CONTACT HERE]  
[PHONE NUMBER], [E-MAIL]

## [YOUR CITY]-Based [YOUR PROGRAM NAME] Joins More than 1,100 National Children’s Mental Health Awareness Day Celebrations Across the Country

[CITY, State] — Today, [NAME OF YOUR PROGRAM] joined more than 1,100 communities across the country in celebrating the Substance Abuse and Mental Health Services Administration’s (SAMHSA) National Children’s Mental Health Awareness Day to highlight the importance of positive mental health from birth. This year, the Awareness Day national event in Washington, DC, focused on youth who have demonstrated resilience after experiencing a traumatic event with the support of a caring adult.

For the past [INSERT NUMBER] years, [NAME OF YOUR PROGRAM] has offered young children and youth with mental health challenges in [INSERT NAME OF COMMUNITY] the services and supports they need to thrive at home, at school, and in the community. Research has shown that more than one in four youth experience a traumatic event by the age of 16. Traumatic events range from a one-time incident such as the death of a loved one to exposure to ongoing experiences such as bullying, child abuse, violence, or economic hardships within families.

To celebrate Awareness Day locally, [NAME OF YOUR PROGRAM] hosted [INSERT DESCRIPTION OF EVENT], involving more than [MINIMUM NUMBER OF EXPECTED PARTICIPANTS] from [NAMES(S) OF AREA(S)]. [INCLUDE ANY OTHER PERTINENT INFORMATION REGARDING YOUR EVENT HERE.] This (these) event(s) focused attention on the importance of providing comprehensive, community-based mental health supports and services to enhance resilience and nurture social-emotional skills in children and youth from birth.

“Awareness Day is an opportunity for us to join with more than a thousand communities across the country in celebrating the positive impact that caring adults can have on the lives of young people,” said [NAME AND TITLE OF PROGRAM SPOKESPERSON]. “When we focus on building resilience and social-emotional skills in young people, especially if they have experienced a traumatic event, we can help youth and their families thrive.”

Data released on May 9, 2012, by SAMHSA indicates [INSERT HIGHLIGHTS FROM NATIONAL EVALUATION DATA FROM 2012 SHORT REPORT THAT SUPPORTS YOUR COMMUNITY’S WORK].

In [INSERT CITY/COUNTY], [SHARE RELEVANT LOCAL EVALUATION DATA if available].

[INSERT QUOTE FROM YOUTH OR FAMILY MEMBER ABOUT WHAT AWARENESS DAY MEANS TO THEM]

[SHORT DESCRIPTION OF YOUR PROGRAM HERE THAT SAYS WHAT IT IS, WHEN IT WAS ESTABLISHED, HOW IT IS FUNDED, WHY IT EXISTS, WHO IT HELPS, AND ITS GEOGRAPHICAL SERVICES AREA.]

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