



Sample Press Release

Contact:

[CONTACT NAME,
CONTACT ORGANIZATION,
PHONE,
EMAIL]

[INSERT CITY/STATE NAME] Proclaims May 10-16, 2020 Food Allergy Awareness Week

[INSERT LOCATION] [INSERT DATELINE] – [INSERT CITY/STATE NAME] has proclaimed May 10- 16 as Food Allergy Awareness Week. The Food Allergy and Anaphylaxis Connection Team (FAACT) and [INSERT LOCAL SG NAME] of [LOCATION] would like to invite the community to participate. Food Allergy Awareness Week is an event created to transform how people think about food allergy across the nation. This week-long learning event provides a platform for schools, physicians and families to share information about food allergy raising awareness about this potentially life-threatening medical condition that affects as many as 32 million Americans, including 6 million children. Researchers are unsure of why, but food allergies are on the increase. There is no approved treatment and the only proven option is total avoidance of the allergen.

[INSERT WHY/HOW LOCAL SUPPORT GROUP IS INVOLVED WITH FAAW AND DETAILS OF LOCAL EVENTS- IE MY DAUGHTER MARY HAS CREATED THIS DISPLAY FOR HER SCHOOL, OR OUR SCHOOL NURSE HAS CREATED A FUN BULLITEN BOARD SO THAT THE KIDS CAN LEARN FOOD ALLERGY FACTS, ETC. PERSONALIZE THE STORY TO RELATE TO AN AUDIENCE.]

Food Allergy Awareness Week provides a unique opportunity to help raise awareness of food allergies and anaphylaxis. And FAACT provides creative ways people can participate in Food Allergy Awareness Week. Those who are interested in joining [INSERT LOCAL SUPPORT GROUP'S NAME]'s efforts during Food Allergy Awareness Week can visit FAACT's Food Allergy Awareness Week Page. For more details about the Food Allergy Awareness Week movement, visit FAACT at www.FoodAllergyAwareness.org, [FAACT's Facebook page](#), and follow FAACT on [Instagram](#) and [Twitter](#).

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