



Minnesota Poison Control System

www.mnpoison.org

News Release Sample

FOR IMMEDIATE RELEASE

(insert date)

For more information contact:

(insert your name, phone number, and E-mail address)

FATAL ATTRACTION: POTIONS AND PILLS

(insert the name of your organization) Kicks off Poison Prevention Awareness Campaign, *(insert NPPW date)*

(insert your city, your state -- release date) – Poisoning is one of the leading causes of injury and death in the United States. Last year, the Minnesota Poison Control System responded to over 50,000 poison exposure calls. Almost half of the calls involved children under the age of six years. It can take only seconds for a child to reach for poisonous cleaners, cosmetics, or medications possibly resulting in serious injury or even death. During March (**## to ## (insert date, usually 3rd week in March)**) *(insert your organization)* and the Minnesota Poison Control System will kick off a week-long campaign to raise awareness of the dangers of unintentional poisonings, and to inform people of the necessity of keeping potential poisons away from children at all times.

Children under the age of six are particularly at risk for poisoning due to their stage of development. As a child's mobility increases, so does his or her ability to reach for a dangerous product. Young children constantly explore the world around them, touching and tasting everything they see. Unfortunately, the results can be devastating.



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FATAL ATTRACTION -- Add one:

1. The goal of this campaign is to teach people how to protect children and others from the harm of poisons. *(insert localized quote here.)*
2. During National Poison Prevention Week, the Minnesota Poison Control System reminds you to make your home safe by poison proofing it. Keep the number of the Minnesota Poison Control System on or near your telephone, and if a poisoning occurs, call the center immediately. The free service is available 24-hours a day, 7 days a week:

Toll free number

1-800-222-1222

TTY for the deaf and hearing impaired

3. To help keep your family safe, the Minnesota Poison Control System suggests keeping potential poisons such as household products and medicines in child-resistant containers stored in locked cabinets, out of the reach and sight of children. In addition, the Center recommends that you read and follow label directions before using any household products or medicine.
4. Poisonings are preventable – but it's up to you. For more information about poison prevention call *(insert local contact at local number)* or the Minnesota Poison Control System's Education Department at 612-873-5644 or visit the Minnesota Poison Control System's website at www.mnpoison.org.

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