

PRESS RELEASE TEMPLATE

Sample #1

**Recovery
Advocacy Toolkit**

MAKING OUR VOICES COUNT

Recovery

NOTE: The information in this press release template will give you an idea of how to put together your own press release. Please use it as a general guide and change it so that all of the information is about your event.

FOR IMMEDIATE RELEASE

Contact:

**[Name]
[Phone Number]
[E-mail Address]**

[INSERT NAME OF ORGANIZATION] TO HOLD [EVENT NAME] TO RALLY AND DEMONSTRATE THE REALITY OF LONG-TERM RECOVERY FROM ALCOHOL AND OTHER DRUGS

[Insert name of speaker] calls for more opportunities for families and friends to get the help they need to recover from addiction to alcohol and other drugs

[City/town name, state], [Date] – [Name of your organization] announced today that it is hosting **[insert event name]** to demonstrate that there are people from all walks of life and all ages who have their lives back on track because they are in recovery from addiction to alcohol and other drugs.

This community event highlights the stories of real people in **[Insert state or community]** who are in long-term recovery from addiction and their stories of health and wellness. **[Insert organization]** hopes that their experiences will spur the development of support and encouragement for people who are still struggling with addiction.

“Lending a voice to raise awareness and help those who are seeking will help families, friends and the entire community,” said **[Insert name of a prominent local official]**, who will speak at the **[insert event name]** about how residents, treatment providers, educators and public officials can work together to support people and affected family members.

The event features **[Add details of the event, perhaps a speech/story from a local resident in recovery, information about a specific theme, or panelists]**

[Include this section if the event is associated with Recovery Month]

National Alcohol and Drug Addiction Recovery Month is observed every September to highlight the reality of recovery experienced by millions of Americans and the treatment and recovery support providers who have helped them on their road to recovery. *Recovery Month* is observed all across the country and is supported by the Substance Abuse and Mental Health Services Administration (SAMHSA) of the U.S. Department of Health and Human Services. Sponsored by **[Name and brief description of your organization]**, the **[Insert event name]** is part of this year’s annual observance of *Recovery Month*. More information is available at www.recoverymonth.gov.

[Include this section if in association with The Recovery Bill of Rights]

The Recovery Bill of Rights is a statement of the principle that all Americans have a right to recover from addiction to alcohol and other drugs. It was developed and adopted by Faces & Voices of Recovery’s board of directors and has been endorsed by allied national organizations. We call on all Americans and our elected officials to take action to build communities of recovery that will support the more than 22 million Americans and their families still needing help and end discrimination facing millions in long-term recovery. For more information about **The Recovery Bill of Rights** please visit http://www.facesandvoicesofrecovery.org/about/campaigns/bill_of_rights.php.

*[Include this section if in association with the **Recovery Voices Count** campaign]*

The **Recovery Voices Count** campaign is part of Faces & Voices of Recovery's national movement to make it possible for even more people – friends, family and neighbors – to experience long-term recovery from addiction by building recognition of the recovery community as a constituency of consequence. As recovery community organizations and recovery advocates register voters, educate candidates for public office about key issues and turn out voters in growing numbers, we will have an even greater impact on the lives of people who still need help with their addiction, people in long-term recovery, their families and communities. For more information about the **Recovery Voices Count** campaign, please visit www.facesandvoicesorrecovery.org.

“It is time that we support those who need our help. Real people in our community are seeking long-term recovery from addiction,” said **[Spokesperson, title, organization]**. “Let us join together and speak out to make recovery possible for even more of our friends and neighbors.”

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PRESS RELEASE TEMPLATE

Sample #2

**Recovery
Advocacy Toolkit**

MAKING OUR VOICES COUNT

[The Recovery Bill of Rights PRESS RELEASE TEMPLATE]

FOR IMMEDIATE RELEASE

Contact:

**[Name]
[Phone number]
[E-mail address]**

[Name of organization] ENDORSES THE RECOVERY BILL OF RIGHTS

A call to action to promote the reality of recovery from addiction for the over 22 million Americans who have yet to recover and their families

[City/town name, state], [Date] – [Name of your organization] announced today that it has joined the growing number of organizations that endorse **The Recovery Bill of Rights**. The call to action for citizens and policy makers is a statement of the principle that the over 22 million Americans with addiction should be able to have the help they need to get well. Developed and adopted by Faces & Voices of Recovery, **The Recovery Bill of Rights** calls on all Americans and our elected officials to provide opportunities for people with alcohol and drug problems to get well and to eliminate laws, policies and practices that discriminate against people who are no longer using alcohol or other drugs.

“We will be distributing **The Recovery Bill of Rights** poster to recovery homes, community centers, doctor’s offices, and schools throughout **[Name of your city/town]**,” said **[Name of your spokesperson]**. We want everyone to know that people with alcohol and other drug problems have a right to recover from addiction, just like other health problems.”

“It is time that we, as a community, recognize that addiction to alcohol and other drugs is a public health crisis and should be treated as such,” said **[Leader of organization]**. “There is no one path to recovery and we are working with parents, educators, law enforcement, and elected officials to raise awareness about the many pathways to recovery and educate the community about the local resources available to themselves, a family member, neighbor or friend seeking or in long-term recovery.”

About The Recovery Bill of Rights

The Recovery Bill of Rights is a statement of the principle that all Americans have a right to recover from addiction to alcohol and other drugs. It was developed and adopted by Faces & Voices of Recovery’s board of directors and has been endorsed by national allied organizations. We call on all Americans and our elected officials to take action to build communities of recovery that will support the more than 22 million Americans and their families still needing help and end discrimination facing millions in long-term recovery.

To learn more about long-term recovery from addiction and the growing movement of individuals and organizations working to support recovery and to download your own copy of **The Recovery Bill of Rights** please visit http://www.facesandvoicesofrecovery.org/about/campaigns/bill_of_rights.php

To learn more about **[Name of your organization]** please visit **[Your web site]** or call **[Your phone number]**.