

Press Release Template

FOR IMMEDIATE RELEASE
[DATE]

CONTACT:
[NAME]
[PHONE NUMBER]

**[YOUR CITY]-Based [INSERT THE NAME OF YOUR PROGRAM]
Showcases Thriving Children, Youth, and Families as Part of
National Children’s Mental Health Awareness Day**

[CITY, State]—Today, **[NAME OF YOUR PROGRAM]** is joining Substance Abuse and Mental Health Services Administration (SAMHSA) programs across the United States to participate in National Children’s Mental Health Awareness Day: Thriving in the Community. Local children’s mental health initiatives such as **[NAME OF YOUR PROGRAM]** will showcase the great strides that have been made toward helping children, youth, and families thrive at home, at school, and in the community.

[NAME OF YOUR PROGRAM] is hosting a **[EVENT]**, which is expected to involve more than **[MINIMUM NUMBER OF EXPECTED PARTICIPANTS]** from **[NAME(S) OF AREA(S)]**. Some of the activities planned for today include **[LOCAL ACTIVITIES]**. **[INCLUDE ANY OTHER PERTINENT INFORMATION REGARDING YOUR EVENT HERE.]**

“National Children’s Mental Health Awareness Day provides an important opportunity for our community to show how children and youth with mental health needs—as well as their families—thrive when they have the right supports and services available,” said **[NAME AND TITLE OF SPOKESPERSON]**. “Together with other children’s mental health initiatives, we are changing families’ lives and improving outcomes all over the country.”

SAMHSA reports that in 2006, 21 percent of youth aged 12 to 17 received treatment or counseling for emotional or behavioral problems in the previous year. To help children and youth in **[NAME OF TOWN, CITY, STATE]**, **[NAME OF PROGRAM]**, **[DESCRIPTION OF WHAT YOUR PROGRAM DOES]**. This work is part of a national effort by SAMHSA to fulfill the action steps set forth in “Transforming Mental Health Care in America, The Federal Action Agenda: First Steps,” which outlines steps necessary to make mental health services and supports more accessible and effective for children, youth, and families across the United States.

[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 SERVICE AREA]

###