****

**FOR IMMEDIATE RELEASE:** *Month, Day, Year*

**MEDIA CONTACT:**

*First Name, Last Name*

*Title, Organization*

*Phone Number*

*Email Address*

**SHORT AND ENGAGING HEADLINE ABOUT SURVIVOR EVENT/STORY**Example: Brave Teen Performs CPR to Save Uncle’s Life from Cardiac Arrest

**[INSERT IMAGE IF APPLICABLE]**

**[DATELINE] CITY, STATE —** When [CALLER NAME] woke up the morning of [DATE] they didn’t expect to save a person’s life, but that’s exactly what happened. *It’s important to have an attention-grabbing intro that will encourage people to continue reading and share the story.*

[AGENCY NAME] personnel worked together with [CALLER NAME] to save the life of [SURVIVOR NAME] who was experiencing sudden cardiac arrest…*in the leading paragraph, summarize the “newsworthy” information of the survivor story or event, covering the who, what, when, where and why in 1-2 sentences. These are the immediate details the media will want to know.*

**[BODY]** Life-saving response occurred when [CALL TAKER NAME],a telecommunicator at [AGENCY NAME], received a 911 call about…*in the body paragraph include supporting details about the survivor story or event. This can include information about the sudden cardiac arrest emergency, how the call taker and caller responded and the life-saving outcome.*

**[QUOTE]** “The quick actions – from making the call and following CPR instructions, to identifying and treating the cardiac arrest – saved a life” said [AGENCY REPRESENTATIVE NAME/TITLE]. *After the body paragraph, include 1-2 quotes from an agency representative, the survivor, member of the public, etc., to provide a personal account.*

**[CLOSING]** An event will be held to recognize/celebrate…*in the closing paragraph, include information about the survivor event you’re hosting or resources where the media can learn more about sudden cardiac arrest response efforts from your agency.*

**[AGENCY INFORMATION]**

*Include 3-5 sentences about your agency and any relevant links to website and/or social media accounts.*

###

**[INCLUDE ENDING NOTATION**]