

Sample News Release/Press Release

FOR IMMEDIATE RELEASE

Date

Contact: Your name

Your phone

Your email

FAMILY FUN PLANNED AROUND CELEBRATED CHILDREN’S BOOKS!

The celebrated, inspiring, and delightful Eagle Books stories for children will come to life when <local organization/community> hosts a festival inviting families to have fun while learning how to prevent type 2 diabetes. The activities begin at <event starting time> and continue until <event ending time> on <day and date> at <location >. This Eagle Books <title of event> will include <activity>, <activity>, and <activity> with Eagle Books giveaways available to all who attend. The event is free and all ages are welcome.

<Insert a quote from planning committee representative. For example: “Type 2 diabetes is a very real and very serious disease within our community,” said <name>, <title>. “The good news is that type 2 diabetes can be prevented. Our health fair includes activities that will really help families understand that they have control over everyday things that affect their health. Eagle Books show us those strengths in a fun way! We encourage the whole community to come join in the excitement.”

Developed under the direction of the Native Diabetes Wellness Program, Division of Diabetes Translation, Centers for Disease Control and Prevention, in partnership with the Tribal Leaders Diabetes Committee and the Indian Health Service Division of Diabetes Treatment and Prevention, the Eagle Books are a series of four elementary-level story books in which engaging animal characters—Mr. Eagle, Miss Rabbit and clever trickster, Coyote— connect with a young boy named Rain That Dances and his friends to explore the joys and benefits of physical activity, good eating habits, and seeking advice from their elders about living a healthy life. The story books are used in many schools, clinics and Head Start programs and are part of the K-12 Diabetes Education in Tribal Schools: Health is Life in Balance curriculum for grades K-4.

More information is available from <local contact person> at <phone number>. Eagle Books information is available at <http://www.cdc.gov/diabetes/pubs/eagle.htm>.