

Press Release Template



Local News media are always looking for a story with a compelling angle. Your participation in the FIGHTHBP Pledge will show a commitment to spreading awareness about High Blood Pressure, particularly during May, which is High Blood Pressure Education Month.

The press release can be customized to your particular organization. For questions, please email Candi Green: candi@fighthighbloodpressure.com

Contact:

NAME

ORGANIZATION

PHONE NUMBER

EMAIL

MAY xx, 2018

(Your Organization Name) LEADS HIGH BLOOD PRESSURE EFFORTS IN (CITY/STATE) AS PART OF FIGHTHIGHBLOODPRESSURE.COM'S #checkyourbpd day initiative to check 10 million blood pressure screenings on May 17th.

#checkyourbpd day! Event announced today, (Your Organization name) Health Systems, Medical Groups, sponsors & partners globally will host free Blood Pressure Screenings in their respective communities. This global day of action will spread awareness about High Blood Pressure as well as get Blood Pressure Readings to the general public, patients, employees & providers. The FightHighBloodPressure.com Global Day of Action: #checkyourbpd day is held in conjunction with National High Blood Pressure Education Month, which is recognized each year in the month of May.

(Specific details about your event – Audience, reach,

“[QUOTE],” said [SPOKESPERSON, TITLE, YOUR ORGANIZATION].

Hypertension has been the #1 silent killer among adults for centuries. How has a known serial killer been able to elude the entire globe for years?

Because this killer is symptomless!

An estimated one in three (68 million) Americans have the disease, often referred to as the silent killer. Uncontrolled high blood pressure can lead to heart disease, stroke, heart attack, kidney disease, and other serious health problems.

(According to statistics from High Blood Pressure Guidelines)

fighthighbloodpressure.com (link to website) is leading a global campaign to improve high blood pressure prevention, detection, and control. The campaign mobilizes

medical groups and health systems to achieve the goal of having 80 percent of their patients with high blood pressure under control by 2019. To achieve this goal, health systems adopt one or more evidence-based care processes that lead to measureable improvements in outcomes through home blood pressure monitoring. Our goal is to collectively check 10 million people on May 17.

Lifestyle changes are the best approach for the management of hypertension. Through its blog and initiatives FightHighBloodPressure.com will work towards promoting better lifestyle choices. For more information, please visit <https://www.fighthighbloodpressure.com>.

About FightHighBloodPressure.com

Based in Chicago, FightHighBloodPressure.com is a leading global partner with medical groups working on improving hypertension control through the use of home blood pressure monitoring devices. The website features an array of useful information, including the raw facts about high blood pressure and its consequences. In addition, the platform offers visitors a forum where to ask pressing questions, information about home blood pressure monitors, videos and even a chance to produce relevant user-generated content.