

Sample of a press release to use with local media, from newspapers, to radio, to TV stations.

You would substitute your name, contact information, and story for our fictional Alice's story. We had Alice graduating from high school, but you can center the press release on any significant event in your life—an anniversary (years on HPN or other), an achievement, a birthday, etc. Make it personal and compelling! If you would like help tailoring this press release, please contact Lisa or Joan in the Oley office (800-776-6539). Be sure to copy us if you send something out—just in case a reporter calls us! Lisa Metzger, Metzgel@mail.amc.edu



43 New Scotland Avenue, MC-28
Albany Medical Center
Albany, NY 12208-3478
(518) 262-5079, FAX (518) 262-5528
OleyFoundation@gmail.com / www.oley.org

Help along the way

Contact:

YOUR NAME (xxx) 123-4567

Joan Bishop (518) 262-5079

For Immediate Release

DATE

**Albany girl defeats the odds!
Alice Jones is a pioneer, part of a generation of children
who have grown up on intravenous feedings instead of eating.**

Not expected to live for more than one year, Alice Jones celebrated her 18th birthday on March 8th, and graduated from Albany High School in June.

Alice was diagnosed at one month of age with a birth defect that affects the intestinal tract. Her parents were given the option of "letting her go" or taking her home and feeding her intravenously.

Alice has a form of Hirschsprung's disease. In severe cases, like Alice's, it renders the intestines unable to move or absorb nutrients from food, forcing her to make use of the medical technology of intravenous, or parenteral nutrition.

Alice is outgoing and thoughtful. Her parents ensured she had all of the same opportunities other children have—Brownies, class trips, summer camp, basketball. She has struggled through school, at times requiring tutors, as her disease and side effects of the nutrition therapy have caused her to miss school. A testament to her determination and ambition, Alice graduated, on time, this June.

In addition to classwork, Alice became a volunteer with the Oley Foundation, a non-profit that supports people living on intravenous nutrition therapies (PN or parenteral nutrition) and tube feeding. In this capacity, Alice provides support and information to other teens and children on PN or tube feeding. She lends an ear to peers in need.

Peeking into the future, Alice is looking forward to college, and intends to become a child life specialist, helping chronically ill children cope and maximize their educational, social, and career opportunities. In fact, she has just started a volunteer position, at the same hospital she was sent home from 18 years ago, with such bleak prospects.

For more information on Alice or the Oley Foundation, please contact us at 518-262-5079 or bishopj@mail.amc.edu or visit www.oley.org.

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