

MEDIA RELEASE

FOR IMMEDIATE RELEASE

[DATE OF RELEASE]

[INSERT YOUR MAIN HEADLINE HERE, BOLD AND ALL CAPS]

[Optional: Subheading for Context. Capitalize First Letters and Italicize]

Local communities in [PLACE] and around the world are coming together on [DATE] to remember those who have died or suffered permanent injury due to drug overdose.

Observed on August 31 every year, International Overdose Awareness Day (IOAD) seeks to create better understanding of overdose, reduce the stigma of drug-related deaths, and create change that reduces the harms associated with drug use.

[Details of what is planned in your community – the how, what, when, and where of the event]

By holding an event this year, the people of [PLACE] are joining themselves to a global movement for understanding, compassion, and change.

Global overdose rates have skyrocketed in the last 25 years. In 2020, an estimated 284 million people worldwide had used a drug in the past 12 months, a 26 per cent increase from 2010.

Facts and stats relating to your country or region (example below):

The situation is especially severe in the US. In 2021, provisional data from the Centres for Disease Control and Prevention estimated there were 107,622 drug overdose deaths, an increase of 15 per cent from 2020.

Quotes attributable to event organizer or spokesperson (example below):

“By coming together to remember them, we stand together to say that more needs to be done to end overdose in our community,” said [NAME].

“We encourage members of the community with lived experience to come to our event and to stand in solidarity with the men and women who have been personally affected by overdose.”

International Overdose Awareness Day is convened by Penington Institute, an Australian not-for-profit. This year for the first time, they have announced a campaign theme: Recognizing those who go unseen.

“With our theme for 2023, we honor the people whose lives have been altered by overdose. They are the family and friends grieving the loss of a loved one; workers in healthcare and support services extending strength and compassion; or spontaneous first responders who selflessly assume the role of lifesaver.”

A full list of the IOAD 2023 events currently planned around the world can be found at:

<https://www.overdoseday.com/events-2023/>

MEDIA CONTACT: [YOUR NAME] – [\[your_email@xxxxx.com\]](mailto:your_email@xxxxx.com) / [your phone number]

[Boilerplate information about your organization, italicised]