

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. Nearly 110,000 Americans lost their lives to overdose in [2022](#) an increase of roughly four per cent from 2021 and the second consecutive year of more than 100,000 overdose deaths

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: Together we can.

“With our theme for 2024, “Together we can”, we’re highlighting the strength of coming together and standing in support of those connected to the tragedy of overdose. While every individual action matters greatly, coming together as an international community creates a powerful collective action.”

A full list of the IOAD 2024 events currently planned around the world can be found at:

<https://www.overdoseday.com/events-2024/>

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

[Boilerplate information about your organization, italicised]

International Overdose Awareness Day is an initiative of the public health not-for-profit organization Penington Institute, based in Melbourne, Australia (penington.org.au) – email: info@overdoseday.com; please find more information about the overdose crisis at overdoseday.com.

[ADD YOUR LOGO HERE]