MEDIA ADVISORY

[NAME of ORGANIZATION] Works to Reduce Older Adult Falls

Event is one of hundreds nationwide to celebrate Falls Prevention Awareness Day with education and fun

On [DATE], [NAME OF ORGANIZATION] will join with the National Council on Aging and hundreds of organizations nationwide to observe Falls Prevention Awareness Day with activities to empower older adults to prevent falls in their everyday life.

In celebration of Falls Prevention Awareness Day [NAME OF ORGANIZATION] will host [LIST OF ACTIVITIES].

WHAT: [NAME OF CENTER] Falls Prevention Awareness Day Events

WHEN: [DATE]
TIME REPORTER SHOULD ARRIVE

WHERE: [NAME OF LOCATION]
ADDRESS OF FACILITY

WHY: One in four Americans over the age of 65 falls every year. However, falling is not a normal part of aging. We must empower older adults and everyone who supports them to confidently work together to prevent falls.

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About [NAME OF ORGANIZATION]
[ORGANIZATION BOILERPLATE]