

Press Release

For immediate release

[MONTH] [DAY], [YEAR]

Contact:

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HEADLINE

New partnerships link underage drinking and cancer, helps parents talk to kids

SUBHEAD

[NAME OF ORGANIZATION] joins statewide effort to prevent underage drinking and lower future cancer rates across the state

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Only 30% of adults are aware that the more alcohol a person drinks and the earlier in life they start, the higher their risk of cancer. That's a dangerous statistic for the people of Wisconsin, especially Wisconsin's kids. According to a study by the Seattle-based Institute for Health Metrics and Evaluation, Wisconsin was named the heaviest-drinking state in the country. Heavy alcohol use is common in our state, and 90% of underage drinking here is also binge drinking.

The Wisconsin Cancer Collaborative and the Wisconsin Department of Health Services are hoping to change those numbers for the better. That's why [ORGANIZATION] is partnering on a new initiative connected to the Small Talks underage drinking campaign to raise awareness about the link between alcohol and cancer risk.

"We know that having 'small talks' is an effective way to prevent underage drinking—which means it can also reduce the risk of cancer later in life," said [ORGANIZATION] [TITLE] [SPOKESPERSON'S FULL NAME]. "This message is particularly critical in Wisconsin, where drinking alcohol is the norm—and even underage drinking is mistakenly seen as a rite of passage."

The cancer risks associated with early and heavy alcohol use are real. According to a report by the World Cancer Research Fund and the American Institute for Cancer Research, alcohol use increases the risk of at least seven types of cancer, including mouth, throat, voice box, esophagus, liver, colorectal, and breast cancer.

By partnering with the Wisconsin Department of Health Services' Small Talks campaign to prevent underage drinking, the [ORGANIZATION] aims to educate adults and kids, and help lower rates of alcohol-related cancers long-term. Small Talks encourages adults across Wisconsin to have short, frequent, and casual conversations with kids, starting at age 8, about the dangers of drinking alcohol before they turn 21.

[SPOKESPERSON'S LAST NAME] says there are many ways people can lower their risk of alcohol-related cancers, including:

- Avoiding excessive drinking. For women, this includes having eight or more drinks per week or four or more drinks within a three-hour timeframe. For men, this includes 15 or more drinks per week or five or more drinks within a three-hour timeframe.
- Offering guests non-alcoholic options at gatherings and create an environment that discourages excessive drinking.
- Modeling good behavior for kids at home.
- Have small talks with kids about the dangers of underage drinking and the effects of alcohol as early as age 8.

Find out more about the link between cancer and alcohol at wicancer.org. Visit SmallTalksWI.org to learn how to talk with kids about alcohol, how to prevent underage drinking, and how to answer their tough questions. Share your small talks moments on social media using #SmallTalksWI.