

Sample Press Release

When pitching any media outlet about PAD Awareness Month, a press release with additional information is helpful. Here is an example of a press release that could be sent to national and local media outlets.

CENTER LETTERHEAD

[VASCULAR CENTER] Urges Individuals to Know their Risks and Treatment Options During Peripheral Artery Disease (PAD) Month

September recognized nationally as PAD Awareness Month

FOR IMMEDIATE RELEASE
September __, 2016

Contact: Name
Phone

DATELINE — According to the U.S. Centers for Disease Control and Prevention (CDC), approximately 18 million people in the United States suffer from Peripheral Artery Disease (PAD), a common circulatory problem in which narrowed arteries reduce blood flow to the limbs. Estimates suggest that anywhere from 12 to 20 percent of individuals over the age of 60 are living with PAD.

Because of the widespread effects of PAD, September has been designated as Peripheral Artery Awareness Month, with the hopes of informing people about PAD and the available treatment options that can prevent unnecessary limb amputations and result in longer and better quality of life for patients.

Approximately 160,000 to 180,000 of the estimated 18 million Americans with PAD will undergo a limb amputation as result of PAD-related condition this year, resulting in lower quality of life, high medical costs, and shorter life expectancy. But even with these alarming numbers, general population awareness of PAD is estimated at only 25 percent.

Symptoms of severe PAD include leg pain, wounds on the toes or feet, gangrene and a loss of leg mass compared to the rest of the body. Individuals are at greatest risk for PAD if you have high cholesterol, high blood pressure, or diabetes. African American and Hispanic populations are also at higher risk as are individuals with a history of smoking.

Improvements in technology have allowed for the migration of interventional services from hospitals to same-day interventions at a physician's office, which offers a more cost-efficient and patient-

preferred alternative to inpatient care. It is crucial for patients to have access to PAD screenings in the community setting to ensure the appropriate treatments are performed before undergoing an amputation.

During the month of September, it is important to increase understanding of PAD among the general public, yet we must also encourage policy makers to advance policies that ensure patients receive a vascular screening before amputation, which will undoubtedly save limbs, and potentially save lives.

PAD Awareness Month is supported by the CardioVascular Coalition (CVC), a national coalition representing physicians, care providers, advocates, and manufacturers who came together to advance community-based solutions designed to improve awareness and prevention of cardiovascular disease and peripheral artery disease, reduce geographic disparities in access to care, and secure patient access to high-quality, cost-effective, community-based interventional treatment across America.

####