**MEDIA CONTACT:**

[NAME]

[PHONE]

[EMAIL]

**FOR IMMEDIATE RELEASE**

**[NAME of ORGANIZATION] Works to End Older Adult Falls**

*Event is part of a nationwide celebration of   
Falls Prevention Awareness Day featuring education and fun*

**[City, State] (*Sept. XX, 2019*)** – One day every year, across the country, thousands of educators, caregivers, health and aging professionals, and older adults focus their efforts on one goal: preventing falls. That’s why [NAME of ORGANIZATION] is partnering with the National Council on Aging (NCOA) and the Falls Free® Coalition to celebrate Falls Prevention Awareness Day on the first day of fall, September 23, and throughout the month of September.

Falls are a leading cause of injury for people aged 65 and older, but they are not an inevitable part of aging and there are proven ways to prevent them. [NAME OF ORGANIZATION]’s fun community event will empower older adults to stay active, independent, and safe in their homes and communities. Activities will include…

[(Alternative message to use if your organization isn’t hosting events on FPAD, but you still want to mark the date by sending the release): Across the country, partners are hosting classes and seminars, performing thousands of falls risk screenings, and educating older adults about evidence-based falls prevention programs.]

“If falls prevention isn’t something that you’re thinking about now, I promise there is someone in your life who’s worried about it,” said [NAME AND ORGANIZATION TITLE.] “This kind of education can change a community, and that’s why we’re proud to support NCOA’s Falls Prevention Awareness Day efforts as part of our year-round commitment to supporting older adults in [NAME OF CITY].”

“Falls prevention is a team effort that takes a balance of education, intervention, and community support,” said Kathleen Cameron, Senior Director of NCOA’s National Falls Prevention Resource Center. “This annual coordinated celebration is an opportunity to look at the world around us, be aware of falls hazards, and take action to stay safe from falls.”

To find out more about Falls Prevention Awareness Day, go to [www.ncoa.org/FPAD](http://www.ncoa.org/FPAD).

**About [NAME OF CENTER]**

[*BOILERPLATE*]

**About NCOA**

*The National Council on Aging (NCOA) is the national voice for every person’s right to age well. NCOA empowers individuals with trusted solutions to improve their own health and economic security—and protects and strengthens federal programs that people depend on as they age. Working with a nationwide network of partners, NCOA’s goal is to improve the lives of 10 million older adults by 2020.* *Learn more at* [*ncoa.org*](http://www.ncoa.org) *and @NCOAging.*

**About the Falls Free® Initiative***Led by the National Council on Aging, the Falls Free*® *Initiative includes 43 states and 70 national organizations, professional associations, and federal agencies working collaboratively to bring education, awareness, and evidence-based solutions to local communities. Falls Free*® *seeks to provide hundreds of thousands of older Americans with the resources and education needed to reduce their risk of injury. For more information, visit:* [*www.ncoa.org/FallsFreeInitiative*](http://www.ncoa.org/FallsFreeInitiative)*. Use #FPAD2019 to join the conversation on social media.*