**SAMPLE SMALL TALKS ALCOHOL AWARENESS MONTH PRESS RELEASE   
FOR PARTNER ORGANIZATION**

*[NOTE: The formatting, style, and language this template provides is a guide. Be sure to insert your information in sections with brackets. For best results, copy and paste this press release in an email and attach a copy when you send it to a media outlet.]*

(Place on organization letterhead if available)

For immediate release  
[MONTH] [DAY], [YEAR]

Contact: [NAME OF SPOKESPERSON]

[SPOKEPERSON’S PHONE NUMBER]

[SPOKEPERSON’S EMAIL ADDRESS]

HEADLINE: New tools help parents answer their kids’ tough questions about underage drinking

SUB-HEADLINE: [INSERT NAME OF ORGANIZATION] releases detailed tips about how adults can talk to their kids for Alcohol Awareness Month

[INSERT NAME OF ORGANIZATION] is partnering with the Wisconsin Department of Health Services to release more detailed tips and tools as part of Small Talks, a campaign to prevent underage drinking in [NAME OF COMMUNITIES OR COUNTIES]. This effort encourages adults to have short, casual conversations with kids frequently, starting at age 8 on the dangers of drinking alcohol before the age of 21.

“We heard from parents that having these small talks was great, but that they needed a little more help with some of their kids’ toughest questions,” said [NAME AND TITLE OF ORGANIZATION LEADER OR SPOKESPER- SON]. “When you explain to kids that drinking can be harmful, it’s natural for them to ask why adults sometime drink alcohol. And as a parent, it can be a tricky to know how to respond. We wanted to provide parents with answers to the hard questions they may receive.”

In addition to providing common questions and answers, the new materials provide guidance on how to teach kids to say “no” to alcohol in peer-pressure situations.

Visit the Small Talks campaign website – SmallTalksWI.org – for underage drinking talk facts, tips, and more. Share your small talks moments on social media using #SmallTalksWI.

(Last updated: April 2021)