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

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

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 Wisconsin, 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.

Visit SmallTalksWI.org for more information on the Small Talks campaign.

(Last updated: June 2021)