[Please note that this media alert is a template – it contains sample copy and should be customized for your event or campaign. The paragraphs that should be updated with information from your event are highlighted in yellow. Please carefully review and edit all information before sending to media. Please delete this paragraph in the final version of your release.]

**\*\*\*\*\* MEDIA ALERT: [YOUR ORGANIZATION] SUPPORTS SEPSIS AWARENESS MONTH WITH [CAMPAIGN / EVENT] ON [DATE] AT [TIME] \*\*\*\*\***

This September marks Sepsis Awareness Month, dedicated to putting a spotlight on the third leading cause of death in the U.S. – sepsis. [Your organization] is making a difference with [your campaign or event]. [Insert specific information on what the campaign or event is and why someone should attend. Example:]

[Sepsis Alliance](http://www.sepsis.org/), the nation’s leading nonprofit patient advocacy organization promoting the awareness of sepsis, is hosting the 6th annual Sepsis Heroes gala on September 14 in New York City. The annual event is the centerpiece of Sepsis Awareness Month, bringing together sepsis survivors, family members, patient advocates, healthcare professionals, policy makers, and members of industry who have been instrumental in raising awareness of sepsis as a medical emergency.

[Insert the who, what, when, where, and why related to your campaign or event. This should indicate something that media could attend and speak to those involved for a story. Example:]

**Who:** Sepsis Alliance, the nations leading nonprofit sepsis advocacy organization

**What:** 6th Annual Sepsis Heroes

**When:**Thursday, September 14 from 5:30 – 9:00 p.m.

**Where:**Arena NYC, 135 West 41st Street, New York, NY 10036

**Why:** Raise awareness for sepsis, a treatable condition responsible for more than 258,000 deaths in the U.S. every year

[Insert any interview opportunities as well as dynamic and interesting visuals for TV media to capture. Example:]

**Interview Opportunity:** Sepsis Alliance founder, Carl Flatley, and executive director, Thomas Heymann, on the impact of sepsis in our communities and across the country.

Please reach out to the below media contact if interested in interview opportunities.

Media Contact:

Your Name  
Your Email

Your Phone Number

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**About Sepsis Alliance**

Sepsis Alliance is the leading nonprofit patient advocacy organization in North America. Sepsis Alliance’s mission is to save lives by raising awareness of sepsis as a medical emergency. The organization hosts national and community events, distributes educational information, and promotes training and education on sepsis prevention and early recognition and treatment. Sepsis Alliance also supports sepsis survivors and family members with information about sepsis and Post Sepsis Syndrome, as well as a Faces of Sepsis community forum. The sepsis.org website receives more than 1.5 million visits each year. Sepsis Alliance, a 501(c)(3) charitable organization, is a GuideStar Gold Rated Charity. For more information, please visit [www.sepsis.org](http://www.sepsis.org/).