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| **For Immediate Release:** Month, Day, Year you send to media |  | Contact: Local Contact Name  Local contact phone number |

**Operation Medicine Drop – safely dispose of your unused, expired medications**

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| **WHO:** | [List of local groups involved in your event] |
| **WHAT:** | Operation Medicine Drop allows you to safely dispose of your expired, unused prescription drugs or over-the-counter medications to keep them out of the wrong hands. It also allows the safe disposal of medications to keep them out of our water systems. Operation Medicine Drop cannot accept biohazard materials.  Interview opportunities with [list individuals who will be available to speak to members of the media at your event. Example: representatives from local Safe Kids coalition, local police department] |
| **WHEN:** | [Day of week, month, date, year of your event]  [Start time - End time of your event] |
| **WHERE:** | [Name, Address, Town/City where your event will take place. Be specific, include rain location if applicable.] |
| **WHY:** | Unintentional poisoning deaths have increased by nearly 300 percent in North Carolina with more than 90 percent in the last decade being drug or medication-related. Medications are the leading cause of child poisoning, with more than 67,000 children going to an emergency room for medicine poisoning each year. Operation Medicine Drop offers the public a free and convenient option for disposing of their prescription and over-the-counter medications to protect their families and the environment.  More information is available at www.ncsafekids.org. |

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