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

**Operation Medicine Drop protects children by safely collecting unused medication**

We asked North Carolinians to clean out their medicine cabinets, and people in (town/county) answered the call. Operation Medicine Drop Take Back events held in North Carolina provide a safe way to collect and destroy expired, unneeded and over-the-counter medications in order to protect children and our waterways.

“Every time we collect and destroy a dosage of excess medication, it’s a success,” said Insurance Commissioner Mike Causey. “We’re keeping these drugs out of the wrong hands and out of our waterways and I commend (local group(s)) for actively engaging their community in this important initiative and I thank the public for taking responsibility to dispose of medications in a safe, secure way.”

On, ( Date, Local group(s) holding event) held an event at (location of event) collected (XX) dosages of medication.

Operation Medicine Drop is an effort coordinated by the North Carolina Department of Insurance, Safe Kids North Carolina, The State Bureau of Investigation, Riverkeepers of NC and local groups to prevent accidental poisonings, substance abuse and protect our waters.

With unintentional poisoning deaths on the rise in the state, Operation Medicine Drop reminds parents and caregivers to do the following:

* Keep medicines locked up and out of reach of children.
* Always read labels, follow directions and give medicines to children based on their weight and age. Only use the dispenser packaged with the medication.
* Avoid taking medicine or vitamins in front of kids.
* Don’t mislead children by calling medicine candy.
* If you suspect poisoning and a child is either choking, has collapsed, can’t breathe or is having a seizure, call 911. Otherwise, call the National Poison Help Hotline at 1-800-222-1222.

For more information about Operation Medicine Drop, visit www.ncsafekids.org.

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