

NOTE:

You may want to advertise your support group via waiting room literature, television public service ads or in the newspaper.

SAMPLE PRESS RELEASE

(Doctor's Office Letterhead)

For Immediate Release

Date: *(insert date)*

Contact: *(insert contact name, phone number, e-mail address)*

Dr. *(insert name)* has announced the formation of a support group exclusively for people living with congestive heart failure (CHF). CHF is a condition that develops when the heart is not able to pump enough blood to meet the needs of the body's tissues and is characterized by breathlessness and abnormal sodium and water retention, resulting in edema.

According to the American Heart Association, 58,800,000 Americans have one or more types of cardiovascular disease, and nearly 5 million of those are living with congestive heart failure. The mortality of CHF patients is about 250,000 per year. There are 872,000 hospitalizations per year for CHF, and it is the single most frequent cause of hospitalization in people 65 and older.

The goal of this CHF support group includes sharing lifestyle modifications, such as dietary and weight management, exercise and conserving energy, smoking cessation and reduction of excess fluids; pharmacological information; and emotional well-being.

The CHF support group will meet as follows: *(insert location, date, time)*. The facilitator of the support group will be *(insert name)* who is particularly well-g geared to working with the CHF population. *(Insert appropriate background bio information.)*

Dr. *(insert name)* specializes in *(insert specialty)* and has been in practice for *(insert # years & other significant information)*.

