

NEWS RELEASE TEMPLATE

Purpose of document: To inform the media of news and attempt to secure interviews/news coverage.

MEDIA CONTACTS:

Name of Media Contact

Julie Alcorn

Name of Organization

Rocky Mountain Children's Health Foundation/Mothers' Milk Bank

Phone Number

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TITLE

CITY NAME, state abbreviation – Month, date, year – News release content begins here

About Hospital/Clinic

Copy about hospital's/clinic's background goes here. Keep this consistent throughout all media relations materials. See MMB's boilerplate below for reference.

About Mothers' Milk Bank

A nonprofit program of Rocky Mountain Children's Health Foundation, Mothers' Milk Bank (MMB) collects, processes and provides human donor milk to babies across the country. Babies who receive the milk may be premature or have severe illnesses and need human milk to thrive. MMB consistently provides more milk to NICUs than any other nonprofit milk bank in North America and adheres to the strict guidelines of the Human Milk Banking Association of North America (HMBANA). For more information on MMB visit www.milkbankcolorado.org.