**PRESS RELEASE TEMPLATE**

**\*\*MEDIA ALERT\*\***

|  |  |
| --- | --- |
| **MEDIA CONTACT:**[Insert Your Media Contact Information Name, TitlePhone, Email] | Catherine DolfSenior Manager, Media RelationsCollege of American Pathologists800-323-4040 ext. 7472 |

**[DATE]: FREE Cancer Screenings for Uninsured & Underinsured Available at “See, Test & Treat” in [Location]

SCREENINGS [Beginning time- End time]**

**[Institution#1] and [Institution #2] partner with College of American Pathologists Foundation and other local foundations to provide same-day test results to uninsured and underinsured women.**

On [date], uninsured and underinsured women will receive free breast and cervical cancer screenings during the See, Test & Treat event, from [times] at the [location] in [city]. The event is open to the public.

[Other screenings/services offered] will also be available for uninsured and uninsured women at the event.

**[Insert a quote. Refer to the example below; edit and use as needed]**

“We hope that this program will allow women who have had trouble seeing a doctor in the past get connected with services they need to stay healthy ,” Dr. [insert pathologist’s last name] said. “It is so important that women get screened early for breast and cervical cancer because catching these cancers in their early stages can literally save their lives- both of these cancers are easier to treat earlier on than in later stages .”

 **[Insert other quotes, details of your event and its participants, as well as any location or registration information.]**

**Quotes that others have used in the past:**

“In this community, we see patients with late-stage undiagnosed cancers far too often,” said **[pathologist/other physician].**  “Early detection through screening is the key to turning this tide. Today, we are not only ensuring that our uninsured and underinsured residents have access to these life-saving checks, but also raising awareness so that others get screened early and often.”

 “The really unique thing about See, Test & Treat is that people can get same-day test results. Women shouldn’t have to go years without a mammogram or pap smear. If you’re uninsured, or you have insurance that doesn’t cover preventative care and your copay is too high, we’re here for you,” said [pathologist/other physician]**.**

 “It’s important for men to come to See, Test & Treat, also. Men typically interact with the health care community late in the course of the disease process, because they don't believe they have a disease, or they just don't believe that they need that type of care. All are welcome,” said [pathologist/other physician]**.**

**[See the** [**American Cancer Sociey Statistics Cente**](https://cancerstatisticscenter.cancer.org/#!/)**r or** [**Centers for Disease Control statistics**](https://www.cdc.gov/cancer/dcpc/data/index.htm) **website to view , if desired, available cervical and breast cancer incidence data.]**

**About [insert your organization’s boilerplate]**

**About the College of American Pathologists and CAP Foundation**

The CAP Foundation, its philanthropic arm, supports patient-centered and humanitarian initiatives led by pathologists, striving to connect people in underserved communities with the specialized skills of pathologists. Find more information about the CAP Foundation visit [www.foundation.cap.org](http://www.foundation.cap.org). Contact the CAP Foundation at capfnd@cap.org. Follow the CAP Foundation on Facebook at [facebook.com/capfndn](https://www.facebook.com/capfndn) or follow us on Twitter at @capfndn.