[Please note that this release is a template – it contains sample copy and should be customized for your event. The paragraphs that should be updated with information from your event are highlighted in yellow. Please carefully review and edit all information before sending to media. Please delete this paragraph in the final version of your release.]

[INSERT YOUR LOGO]

**FOR IMMEDIATE RELEASE**

Media Contact:

Your Name
Your Email

Your Phone Number

**[YOUR EVENT NAME] RAISES LOCAL AWARENESS FOR SEPSIS, THE THIRD LEADING CAUSE OF DEATH IN U.S.**

*On [EVENT DATE], [EVENT NAME] invites the community to join in raising awareness for sepsis*

**(SAN DIEGO, CA, Jan. 1, 2017)** [Update with event location and release date] – Just over half of Americans have heard of the nation’s third leading cause of death – sepsis. The 4th Annual Illinois Sepsis Challenge 5k Fun Run and Walk, coming up July 29 at 9 a.m. at Centennial Park, is looking to change that by raising awareness for this treatable and preventable condition. Join us [or your organization] at this fun 5K run/walk to benefit [Sepsis Alliance](http://www.sepsis.org/), the nation’s leading nonprofit patient advocacy organization promoting awareness of sepsis. *[Customize these three sentences to give the who/what/when/where/why and highlight what’s new this year, any additional activities, and how many years it’s been happening. Also hyperlink to your event website with the first mention of the event.]*

Sepsis is the body’s overwhelming and life-threating response to infection, which can lead to tissue damage, organ failure and death. Because sepsis can not only be treated, but prevented, thousands of lives can be saved each year by simply raising awareness of its symptoms.

“We’re excited to host the 4th Annual Illinois Sepsis Challenge 5K, which brings our community together to shine a much-needed light on sepsis,” said Laura Messineo, Illinois Sepsis Challenge 5K Coordinator. “We’ve made great progress with Gabby’s Law last August, requiring all hospitals to implement sepsis protocols, but there’s still a lot to do to continue raising awareness throughout the state.” *[Update quote from event leader and include any personal stories behind the event]*

The 4th Annual Illinois Sepsis Challenge 5k Fun Run and Walk will take place at Centennial Park in Orland Park, IL on Saturday, July 29**.**Participants will enjoy the scenery as they run or walk around the park to raise awareness of sepsis as a medical emergency. This year's honorary event chairs are Ethan, Theresa and Cole Sappington. Ethan is a sepsis survivor who endured multiple amputations and serves as a huge source of inspiration to others. In honor of Ethan, participants are encouraged to dress as their favorite super hero. Registration is $35 through July 2 and $45 July 3 – 28. For more information and to register, please visit [Illinois Sepsis Challenge online](https://donate.sepsisalliance.org/orland-park/events/4th-annual-illinois-sepsis-challenge-5k-fun-run-walk/e118617). *[This paragraph should spell out event details including date, time, location, cost, partners, and any other activities at event. You could also give a brief background on how the event came to be.]*

-more-

“We’re thrilled to have volunteers in this community supporting the mission of Sepsis Alliance to raise awareness and saves lives from sepsis,” said Thomas Heymann, Executive Director of Sepsis Alliance. “We’re grateful for the voice that these volunteers give to sepsis, a condition that just 55 percent of adults in the U.S. know about. They are truly making a difference and saving lives from sepsis.”

Sepsis Statistics

* Sepsis is a medical emergency that kills over 250,000 Americans a year – one every two minutes – which is more than prostate cancer, breast cancer, and AIDS, combined.
* More than 42,000 children develop severe sepsis each year and 4,400 of these children lose their life, more than from pediatric cancers.
* Someone is diagnosed with sepsis every 20 seconds in the U.S.
* According to the 2016 Sepsis Alliance Annual Survey, only 55 percent of adults have even heard of sepsis.
* Sepsis is a worldwide emergency. More than 26 million people from around the globe are affected by sepsis each year and is the largest killer of children – more than 5 million each year

Symptoms of sepsis may include shivering and fever, extreme pain, accelerated heartbeat, sleepy and difficult to rouse, skin pale or discolored, or shortness of breath. If you suspect someone you know or love may have sepsis, see a medical professional immediately, call 911, or go to a hospital and say, “I am concerned about sepsis.”

Proceeds from the Illinois Sepsis Challenge 5k Fun Run and Walk [EVENT NAME] will support Sepsis Alliance, the nation’s leading nonprofit patient advocacy organization promoting awareness of sepsis. For more information on sepsis or Sepsis Alliance, please visit [Sepsis.org](http://www.sepsis.org/).

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**[Insert boilerplate, if applicable]**

**About Sepsis Alliance**

Sepsis Alliance is the nation’s leading sepsis advocacy organization, dedicated to saving lives by raising awareness of sepsis as a medical emergency. A 501(c)(3) organization, Sepsis Alliance was founded by Dr. Carl Flatley after the sudden, unnecessary death of his daughter Erin to a disease he had never even heard of. Sepsis Alliance produces and distributes educational materials for patients, families and health providers on sepsis prevention, early recognition and treatment. The organization also offers support to patients, sepsis survivors, and family members through its sepsis.org website which receives more than 1.5 million visits each year. The organization founded Sepsis Awareness Month in 2011, and works with partners to host community outreach events across North America. Since Sepsis Alliance began its mission, sepsis awareness has increased almost threefold, from 19% to 55%. For more information on Sepsis Alliance, a GuideStar Gold-rated charity, please visit <http://www.sepsis.org/>.