

## Press Release (before event)

----- For Immediate Release -----

Date \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone/E-mail \_\_\_\_\_

### **IMBY PROGRAM ADDRESSES SAFETY HAZARDS & ISSUES**

The [*name of host organization*] is sponsoring the "IMBY Home and Farm Hazard Hunt" workshop as a means for local residents to develop a safety action plan that they can apply to their own home, acreage, farm, or workplace – whether rural or urban. (IMBY stands for "in my back yard" — the proper place to start practicing safety.)

The IMBY workshop features a motivational video in which a mother tells the true story of the loss of her 11-year-old son in a farm-related incident. After the video, specific ways to improve safety in the home or farm will be presented. Then participants will develop an "action plan" to take home and use with their families.

The IMBY Home and Farm Hazard Hunt was developed at IFAS at the University of Florida. It is sponsored locally by [*name of sponsoring organizations*]. The program will be held on [*date and time*] at [*location and town*], according to [*name and title of official or head of committee*].

"We have heard too often about serious injuries and needless deaths. This is a good chance to take a look at the hazards at our homes, acreages, farms, or workplaces and make them safer," says [*name, organization, contact info*]. [*He/She*] encourages people to attend the program. Please RSVP no later than [*deadline*].