**DATE**  **CONTACT EMAIL**

**MEDIA ADVISORY**

**Local Efforts Address Growing Falls Crisis in [County/City], Statewide**

m(City, WI) According to the Centers for Disease Control and Prevention (CDC), More than one in four older adults will have a fall each year. A [report](https://www.dhs.wisconsin.gov/publications/p03493.pdf) issued in September 2023 by the Wisconsin Department of Health Services shows that emergency medical services (EMS) providers responded to over 130,000 falls across the state in 2022.

Falls prevention efforts are underway in [County/City] with the [Organization/Coalition] leading an [initiative/program/event] to reduce older adult falls. In addition, a new, Wisconsin initiative – Falls Free® Wisconsin (FFWI) – aims to tackle the falls crisis statewide.

**Press Event:**
Hear from local officials and falls prevention experts on the scope of the problem and local efforts to reduce falls. Speakers include:

* Speaker Name, Title, Organization
* Speaker Name, Title, Organization
* Speaker Name, Title, Organization

*Backdrop:* [explain initiative/program/event]

**When:** Day, Date, Time

**Where:** Location and Address

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