**INSTRUCTIONS FOR CREATING AND DISTRIBUTING**

**A PRESS RELEASE**

The purpose of a press release is to educate your community about your speech therapy services or a special project.

The sample press release below is geared towards educating your community about receiving a SPEAK OUT!® & LOUD Crowd® Grant; however, the formatting of the sample press release may be used for any information you want to share with local media and your community.

**IMPORTANT: Parkinson Voice Project must always be credited as the developer of SPEAK OUT!® & The LOUD Crowd® in marketing materials and press releases. Be sure to include the registration marks. It may never appear that your clinic developed the program. Your clinic offers the program. Your speech-language pathologists are trained in the program. Parkinson Voice Project developed the program.**

Review the Sample Press Release on Page Two and Follow These Guidelines:

* + - Distribute the press release to your public relations, communications, or marketing department, and encourage distribution to media to educate patients and families and to promote your speech therapy services.
    - Insert your clinic’s information for any items in **PINK BOLD**. Be sure to change the color to **BLACK BOLD** before sending.
    - The entire headline should remain in **BLACK BOLD** when sent.
    - The sub-headline should remain *italicized* and not in bold.
    - The font should be consistent throughout. “Arial” is the industry standard.
    - The three number signs at the bottom indicate the end of the press release. This is not a typo. Keep them at the bottom.
    - Send your clinic’s logo, along with two photos, with your press release. These can be photos of your clinic or a therapy session. Help media “develop” their stories. Photos are engaging.

**[ENTER DATE]** **Media Contact:**

[ENTER ***CONTACT NAME***] [ENTER ***CONTACT PHONE***]

[ENTER ***CONTACT EMAIL***]

**Parkinson Voice Project Awards**

**2022 SPEAK OUT!*®* & LOUD Crowd*®* Grant to**

[***INSERT YOUR INSTITUTION NAME HERE***]

*Nonprofit names 439 grant recipients to help*

*people with Parkinson’s worldwide*

Richardson, Texas — Parkinson Voice Project, a nonprofit organization dedicated to preserving the voices of individuals with Parkinson’s, has named [***INSERT INSTITUTION NAME HERE***] as a recipient of its ***2022 SPEAK OUT!*** ***& LOUD Crowd*** ***Grant Program.***

Grant recipients include hospitals, universities, private practices, and other speech therapy clinics across the United States and abroad. Each clinic receives speech therapy workbooks and free training for their speech-language pathologists and graduate students. [***INSERT INSTITUTION NAME HERE***] is committed to offering Parkinson Voice Project’s “SPEAK OUT! & LOUD Crowd” program to their Parkinson’s community.

*“Up to 90% of people with Parkinson’s are at risk of losing their ability to speak. In addition, swallowing complications account for 70% of the mortality rate in this patient population. Our vision at Parkinson Voice Project is to make quality speech therapy accessible to people with Parkinson’s worldwide*,” said Samantha Elandary, Parkinson Voice Project’s Founder and Chief Executive Officer.

This grant program honors the late Daniel R. Boone, Ph.D., a world-renowned speech-language pathologist who recognized in the 1950s that individuals with Parkinson's could improve their communication by “speaking with intent." Parkinson Voice Project’s highly effective speech therapy program is based on Boone’s teachings and combines education for the patient and family, along with individual and group speech therapy.

***ABOUT PARKINSON VOICE PROJECT:***

Parkinson Voice Project is a 501(c)(3) nonprofit organization solely dedicated to improving speech and communication in individuals with Parkinson’s. The organization is headquartered in Richardson, Texas and has trained more than 10,000 clinicians in more than 40 countries, including Australia, Brazil, Canada, Ethiopia, India, Israel, South Korea, Lebanon, Malaysia, New Zealand, Pakistan, Philippines, South Africa, the United Arab Emirates, and the United Kingdom.

<https://www.ParkinsonVoiceProject.org>

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