

Sample Press Release

<For Immediate Release>

<Date>

<Name of facility>

<Contact person>

<Address>

<City, State, and Zip Code>

<Phone number>

<Website, and/or e-mail address>

<Your Organization's Name> Celebrates *Blue Jeans for Healthy Genes*

<City, State>—<your organization's name> is pleased to announce its involvement in *Blue Jeans for Healthy Genes*. This is a special project designed to raise funding and awareness to fight primary immunodeficiency diseases. The funds will be used to expand the work of the Immune Deficiency Foundation (IDF) to improve the treatment and diagnosis of patients with primary immunodeficiency diseases.

In the United States, more than 250,000 people are diagnosed with primary immunodeficiency diseases. Thousands more go undetected. These diseases are chronic illnesses caused by hereditary or genetic defects in the immune system in which part of the body's immune system is missing or does not function properly. These diseases are not contagious.

There are over 130 primary immunodeficiency diseases and they affect people differently. For some, the body fails to produce any or enough antibodies to fight infection, while for others; the cellular defenses against infection fail to work properly. Throughout their lives, people with primary immunodeficiencies are more susceptible to infections, endure recurrent health problems and often develop serious and debilitating illnesses.

Originally introduced by the IDF in 2004, *Blue Jeans for Healthy Genes* has encouraged hundreds of men, women and children, all over the country to help improve the lives of people affected by primary immunodeficiency diseases.

<_____>, the coordinator of the activities at <your organization's name> is enthusiastic about the activities on <date and time>, and hopes others will join in this project.

“We are asking all customers, patrons and visitors to buy a cut-out of paper jeans. When supporters pay for the cut-out, they personalize it by writing their name on it, and we will be displaying the cut-outs that people buy” said <_____>. “This is an excellent way to educate people about primary immunodeficiency diseases, raise funds and have fun at the same time. We are happy to be a part of this great cause.”

Please join <your organization's name> in this awareness and fundraising event for the Immune Deficiency Foundation. Contact <_____> at <contact # and/or email> with any questions.

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