***PITCH EMAIL***

**SUBJECT: Take Back Day makes it easy to safely dispose of prescription drugs**

Hi [Reporter Name],

Prescription opioid misuse continues to be a serious concern in Washington, and in [County Name]. Prescription pain relievers remain a key source of misuse – often obtained from friends or family – and contribute to thousands of preventable overdoses each year.

Nearly half of people misusing pain relievers, including prescription opioids, get them from a friend or family member. Simple steps, like safely disposing of medications, can help prevent misuse.

This is why [Coalition Name + Partners or Organization] is holding a prescription drug take back event in our community. Since 2016, Take Back Day sites in Washington have safely collected and disposed of more than 345,000 pounds of medication – keeping expired, unused, or unwanted drugs out of the wrong hands.

The take back event is on **Saturday, October 25** from 10-2pm at [Location]. Will you help us spread the word?

I can connect you with experts for interviews, and at the event you can gather b-roll or photos. Below my signature is the full press release.

Please let me know if you are interested. Thank you.

Best,

[Name of Sender]

***PRESS RELEASE***

**FOR IMMEDIATE RELEASE: 10/XX/25**

**Name**

**Coalition Name**

**Phone**

**Email**

**[County Name] Residents Can Safely Dispose of Prescription Drugs at Take-Back Event**

*[Coalition Name] hosts event to help prevent opioid misuse in community*

**[City], WA:** [Coalition Name] will host a prescription drug take-back event on October 25, from 10 am to 2pm, at [Location & Address]. The public is invited to drop off leftover or expired prescription and over-the-counter medications – no questions asked – in a safe, convenient, and environmentally friendly way.

Medications can remain in their original containers and labels do not need to be removed. Medications not in their original containers will be accepted too.

“Participating in take-back events is one of the easiest ways to help address the opioid misuse in our community,” said [Spokesperson Name, Title]. “Safe medication disposal is a quick action that can save lives.”

Nearly half of people misusing pain relievers, including prescription opioids, get them from a friend or family member. Simple steps, like safely disposing of medications, can stop them from being misused.

In Washington, more than 345,000 pounds of medication have been collected at Take Back Day events since 2016, keeping expired, unused, or unwanted drugs out of homes and away from those who might misuse them. Last year alone, Washington residents returned 13,571 pounds of medication on National Take Back Days.

This take-back event supports a campaign from the Washington State Health Care Authority, called *Starts with One.* The campaign is designed to inform and educate people experiencing acute pain, whether due to injury or surgery, about their pain management options, the risks of prescription opioids, and safe storage and disposal.

**###**

**About the [Coalition Name]:**

[Short paragraph about coalition.]

**For more information about the HCA *Starts with One* campaign, visit** [**www.getthefactsrx.com**](http://www.getthefactsrx.com)**.**