**Sample Press Release**

**(Name of Agency)**

**FOR IMMEDIATE RELEASE: (DATE)**

Contact: (Insert contact information)

**The National American Indian and Alaska Native *Hope for Life Day* Toolkit**

**(City, State):** The National American Indian and Alaska Native Suicide Prevention ***Hope for Life******Day*** will be held on September 10 as part of National Suicide Prevention Week (or say “in conjunction with World Suicide Prevention Day”). The National American Indian and Alaska Native Suicide Prevention ***Hope for Life Day*** is part of the National Action Alliance for Suicide Prevention’s (Action Alliance) American Indian and Alaska Native (AI/AN) Task Force efforts to change the conversation around suicide, as well as call to action for suicide prevention by promoting hope, life, cultural resiliency, and community transformation. The AI/AN Task Force is a public-private sector partnership formed to address the priority areas that pertain to AI/AN communities and further the research priorities laid out by the Action Alliance and generate knowledge to support the *National Strategy for Suicide Prevention* (<https://theactionalliance.org/our-strategy>).

Native communities bear the largest burden of suicide among all racial/ethnic groups in the United States, with our Native youth being disproportionately affected. In Native communities, as in other communities, suicide affects not just the people who lose their lives but also those who are left to survive: parents, siblings, friends, families, and communities. Stigma regarding mental health and suicide is also a pressing issue affecting Native communities. National efforts to increase public awareness about how suicide affects Indian Country are therefore greatly needed.

The ***Hope for Life Day*** provides the opportunity to increase awareness, equip communities with tools for community engagement, focus on our Native youth, and spotlight current efforts towards Native suicide prevention.

To assist health professionals and grassroots organizers working in AI/AN communities, the Action Alliance’s AI/AN Task Force collaborated to produce the ***Hope for Life Day*** suicide prevention day toolkit. The toolkit contains community engagement strategies, tips for meeting with tribal leaders, promotional materials, and suggestions for cultural activities for ***Hope for Life Day*** events.