

## Sample Press Release

### FOR IMMEDIATE RELEASE

Contact: *Your Name [or FIRST Staff Person]*

*Your Phone Number [or FIRST's phone number 215-997-9400]*

*Your email address [or FIRST contact email address]*



### ***TITLE***

*Sub-title*

**Your City, STATE [DATE] – [State what your event is, where it will be held and that it is a fundraiser for the Foundation for Ichthyosis & Related Skin Types, Inc.® (FIRST). Mention briefly why or how you chose this event, and how you are connected to ichthyosis, ie son/daughter is affected with [type of] ichthyosis.]**

**Include engaging high-quality photo to attract attention.**

Ichthyosis is a family of rare, genetic skin disorders that causes the skin to become scaly, and crack and peel. Ichthyosis also prevents the skin from sweating, which can lead to complications from overheating.

“There is no known cure for ichthyosis, only treatments,” stated Moureen Wenik, Executive Director of FIRST. “It is our hope that *[with the funds raised from this event]*, we can continue to conduct more extensive research and provide services to the members of FIRST taking us one step closer to finding a cure and better management of the disorder. We can’t thank *[the family name]* enough for their efforts and support.”

According to FIRST, each year, more than 16,000 babies are born with some form of ichthyosis, of those, approximately 300 are born with a **moderate to severe form**. This disease affects people of all ages, races, and gender. The disease usually presents at birth, or within the first year, and continues to affect the patient throughout their lifetime.

For more information about **[event]**, contact **[your contact information, or FIRST office contact information if you prefer]**.

### ***About the Foundation for Ichthyosis & Related Skin Types, Inc.®***

*The Foundation for Ichthyosis & Related Skin Types, Inc.® (FIRST) is the only nonprofit foundation in the United States dedicated to families affected by the rare skin disorder ichthyosis. Approximately 300 babies each year are born with a moderate to severe form of ichthyosis. FIRST educates, inspires, and connects those touched by ichthyosis and related disorders through emotional support, information, advocacy and has supported more than \$1.6 million in research funding for better treatments and eventual cures. For more information, call toll-free at 1-800-545-3286 or visit [www.firstskinfoundation.org](http://www.firstskinfoundation.org).*

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