

Appendix B. PRESS RELEASE TEMPLATE (see Reference #4)

FOR IMMEDIATE RELEASE

DATE

COMPANY CONTACT AND PHONE NUMBER

FOOD CO. RECALLS PRODUCT BECAUSE OF POSSIBLE HEALTH RISK

Company Name of **City, State** is recalling **Quantity and/or type of Product**, because it has the potential to be contaminated with *Listeria monocytogenes*, an organism that can cause serious and sometimes fatal infections in young children, frail or elderly people, and others with weakened immune systems. Although healthy individuals may suffer only short-term symptoms such as high fever, severe headache, stiffness, nausea, abdominal pain and diarrhea, *Listeria* infection can cause miscarriages and stillbirths among pregnant women.

Information on product distribution (**listing** of the states and areas where the product was distributed and how it reached consumers, e.g. through retail stores, mail order, direct delivery).

Specific information on how to identify the product (e.g. the type of container [plastic/metal/glass], size or appearance of the product, product brand name, flavors, codes and expiration dates, etc.).

Status of the number of and types of related illnesses that have been CONFIRMED to date (e.g. “No illnesses have been reported to date.”)

Brief explanation about what is known about the problem, such as how it was revealed, and what is known about its source. An example of such a description—“the recall was the result of a routine sampling program by the company, which revealed that the finished products contained the bacteria. The company has ceased the production and distribution of the product as FDA and the company continue their investigation as to what caused the problem.”

Information on what consumers should do with the product and where they can get additional information (e.g. “Consumers who have purchased Brand X are urged to return it to the place of purchase for a full refund. Consumers with questions may contact the company at 1-800-XXX-XXXX.”)

SAMPLE PRESS RELEASE

XYZ Inc.

123 Smith Lane

Anywhere, MS

FOR IMMEDIATE RELEASE

DATE

Sam Smith /555-555-5555

XYZ RECALLS “SNACKIES” BECAUSE OF POSSIBLE HEALTH RISK

XYZ Inc. of Anywhere, MS, is recalling its 5-ounce packages of “Snackies” food treats because they have the potential to be contaminated with *Listeria monocytogenes*, an organism that can cause serious and sometimes fatal infections in young children, frail or elderly people, and others with weakened immune systems. Although healthy individuals may suffer only short-term symptoms such as high fever, severe headache, stiffness, nausea, abdominal pain and diarrhea, *Listeria* infection can cause miscarriages and stillbirths among pregnant women.

The recalled “Snackies” were distributed nationwide in retail stores and through mail orders.

The product comes in a 5-ounce, clear plastic package marked with lot #666666 on the top and with an expiration date of 12/12/99 stamped on the side.

No illnesses have been reported to date in connection with this problem.

The potential for contamination was noted after routine testing by the company revealed the presence of *Listeria monocytogenes* in 5-ounce packages of “Snackies.”

The production of the product has been suspended while FDA and the company continue to investigate the source of the problem.

Consumers who have purchased 5-ounce packages of “Snackies” are urged to return them to the place of purchase for a full refund. Consumers with questions may contact the company at 1-800-XXX-XXXX.