

GENERIC INITIAL PRESS RELEASE TEMPLATE – *ADJUST AS NECESSARY*

FOR IMMEDIATE RELEASE

Media Contacts: (insert Spokesperson info)

(BUSINESS NAME) REPORTS INCIDENT

(LOCATION) – (DATE) – A (AGE) year-old (GENDER) from (STATE OF ORIGIN) was injured today while participating in a (INSERT ACTIVITY) on the/at the SPECIFIC LOCATION. (FACTUALLY DESCRIBE INCIDENT).

On scene personnel undertook immediate action, rescue efforts and response. The (BUSINESS) STAFF AND EMERGENCY PERSONNEL (you can also identify the emergency personnel by entity name) were also contacted and responded immediately.

EMERGENCY PERSONNEL provided medical care and the gentleman/woman was transported the patient to an/the (AWAITING AMBULANCE, HELICOPTER). (HE/SHE) was then transported to the (NAME OF MEDICAL FACILITY), where (HE/SHE) is currently undergoing/received further treatment.

The family has been contacted, and all of us at (NAME OF BUSINESS) send our sincerest thoughts and well-wishes to everyone involved.

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For additional information on this and all incidents after transfer from (BUSINESS), members of the media must contact the appropriate medical facility.
