

**GENERIC INITIAL PRESS RELEASE TEMPLATE – ADJUST AS NECESSARY**

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**FOR IMMEDIATE RELEASE**

**Media Contacts: (insert Spokesperson info)**

**(BUSINESS NAME) REPORTS FATALITY**

(LOCATION) – (DATE) – A (AGE) year-old (GENDER) from (STATE OF ORIGIN) was pronounced dead at the (NAME OF MEDICAL FACILITY) today after (FACTUALLY DESCRIBE INCIDENT) on the/at the SPECIFIC LOCATION. (More factual details about incident if appropriate)

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 (BASIC/ADVANCED) life support and transported the patient to an/the (AWAITING AMBULANCE, HELICOPTER, NAME OF MEDICAL FACILITY). (HE/SHE) was then transported to the (NAME OF MEDICAL FACILITY), where (HE/SHE) was pronounced dead.

All of us at (NAME OF BUSINESS) extend our deepest sympathy and support to the family and friends 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.

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