

**FOR IMMEDIATE RELEASE: [DATE], 2024**

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**ADD LOCAL CONTACT**

**[TOWN/COUNTY/ORGANIZATION] Joins Fight to Knock Out Opioid Abuse**

**INSERT TOWN —** [TOWN/COUNTY/ORGANIZATION] has announced that it will join the effort against the statewide opioid crisis by participating in the ninth annual statewide Knock Out Opioid Abuse Day, organized by the Partnership for a Drug-Free New Jersey.

**INSERT LOCAL INFORMATION ON OUTREACH: WHAT WILL YOUR GROUP BE DOING? HOW MANY PEOPLE WILL BE PARTICIPATING? WHAT OTHER GROUPS WILL YOU BE WORKING WITH?**

**INSERT QUOTE FROM LOCAL ORGANIZER OR LEADER**

Knock Out Opioid Abuse Day, held Sunday, October 6 throughout the state, increases awareness of the opioid crisis through a mobilization effort with a dual focus: educating physicians and raising awareness among New Jersey residents and families. It is designed to inform residents and health care providers on the steps they can take to stem the epidemic, from encouraging responsible prescribing and use of opioids to emphasizing the importance of educating children on the dangers of substance use.

“Knock Out Opioid Abuse Day represents a pivotal moment for communities across New Jersey to come together and take action against the opioid crisis,” said Angelo Valente, executive director of PDFNJ. “By joining forces, we can empower individuals with the knowledge they need to make informed decisions, support their loved ones, and ultimately save lives. The dedication and passion shown by our participants each year is truly inspiring, and we are proud to see such a strong commitment to ending this epidemic.”

Throughout the state, participants will be sharing lifesaving information in their communities. On Thursday, October 3, PDFNJ will host a special webinar in its Learning Series, “Knock Out Opioid Abuse Day: Looking Back & Looking Ahead,” featuring keynote speaker Chris Jones, director of the Center for Substance Abuse Prevention (CSAP) at the Substance Abuse and Mental Health Services Administration (SAMHSA).

In 2023, there were 2,564 suspected overdose deaths in New Jersey, with the majority linked to some form of opioid. The epidemic continues to take its toll through the use of heroin, prescription opioids and synthetic opioids like fentanyl.

Knock Out Opioid Abuse Day is a project of the Partnership for a Drug-Free New Jersey, in cooperation with the Governor's Council on Substance Use Disorder, the New Jersey Department of Human Services, Division of Addiction Services, and the Community Coalition for a Safe and Healthy Morris, with help from thousands of participants across the state.  
  
Visit [knockoutday.drugfreenj.org](http://knockoutday.drugfreenj.org/) for more information and to sign up to participate.

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*Best known for its statewide substance use prevention advertising campaign, the Partnership for a Drug-Free New Jersey is a private not-for-profit coalition of professionals from the communications, corporate and government communities whose collective mission is to reduce demand for illicit drugs in New Jersey through media communication.  To date, more than $200 million in broadcast time and print space has been donated to the Partnership’s New Jersey campaign, making it the largest public service advertising campaign in New Jersey’s history. Since its inception, the Partnership has garnered 226 advertising and public relations awards from national, regional and statewide media organizations.*