



PRESS RELEASE

FOR IMMEDIATE RELEASE: [Insert Date]

[Insert Project Name] to hit the road next week in [enter location]

[Insert location] – The [insert project name] will be ready to hit the road starting [insert date and time] near [enter location].

The [INSERT PROJECT NAME] is an innovative model of mobile care that is all about meeting people where they are. The bus aims to provide easier access to health and social services, improve health outcomes, and reduce gaps in mental health and addictions care. Any and all are welcome to visit the [INSERT PROJECT NAME], which will be parked at several downtown locations each week on a regular schedule. The [INSERT PROJECT NAME] isn't meant to replace existing services, but instead to fill gaps, make connections, and provide resources to individuals in our community who traditionally face challenges when it comes to accessing care.

“[Insert quote from Executive Committee member]”

Led by the [insert name of OHT] the [INSERT PROJECT NAME] is a collaborative and interdisciplinary community project that will grow and evolve as we identify the resources that will best serve this community. Some of the resources you can currently expect to access on the bus include:

- ◇ Support for basic needs
- ◇ Connections to services
- ◇ Someone to talk to
- ◇ Harm reduction supplies
- ◇ First aid treatment and supplies
- ◇ Light snacks and refreshments

“[Insert quote from Member of Provincial Parliament]”





The **[INSERT PROJECT NAME]** will be available **[insert dates, times and locations during pilot week]**. Starting **[insert date]**, the **[INSERT PROJECT NAME]** will operate on the following schedule:

◇ *Insert locations, dates, and times*

Please visit **[insert website link]** to stay up-to-date on scheduling and service changes.

The **[insert name of OHT]** would like to thank all of the partners who have been integral in **[insert project name]** planning:

◇ *List partner organizations*

For further information, contact:

[Insert Communications Contact]

