FOR IMMEDIATE RELEASE: [Date]  
[Your Organization/Company Logo]  
Contact: [Name, Phone Number, Email]

**[Your Organization] offers high blood pressure  
management program to adults**  
*Program teaches self-monitoring of blood pressure and lifestyle changes*

*[City, State]* – The [Your Organization] is offering a new high blood pressure management program for senior adults created by the Community and Clinical Connections for Prevention and Health Branch of the North Carolina Division of Public Health. **Know It, Control It** is a community-based blood pressure management program designed to help participants self-monitor their blood pressure and make healthy lifestyle changes to control high blood pressure. Trained blood pressure coaches teach this program using evidence-based strategies to manage cardiovascular disease.

*[Tailor quote as desired]* “High blood pressure is the leading cause of heart disease, stroke and kidney disease in the United States,” said *[insert spokesperson]* of *[insert organization]*. “Knowing your blood pressure numbers can help you take action NOW to prevent or delay the development of more serious complications.”

Almost one out of every three adults in the United States (29% or about 75 million people) has been diagnosed with high blood pressure. Among adults 65 years and older, two out of three have high blood pressure and half of them do not have it under control. “All adults should consult with a health care provider, learn their blood pressure numbers, learn to self-monitor their blood pressure and take steps to get healthy,” said *[insert spokesperson]*.

**Know It, Control It** classes are open to people who have been diagnosed with high blood pressure. During each class, blood pressure coaches will lead a discussion on a healthy habit that will help participants control their blood pressure. On class days, the blood pressure coach will also assist each participant with measuring and logging his/her blood pressure with the goal of having them become proficient at tracking and measuring their blood pressure on their own.

*[Provide information about your organization and the time, place, and date you will offer the Know It, Control It program.]*

Learn more about the **Know It, Control It** High Blood Pressure Management program by contacting [Name, Phone Number, Email].