**APPENDIX 4.3- Press Release *Clostridium botulinum* Model**

**(SAMPLE PRESS RELEASE): *Clostridium botulinum***

FOR IMMEDIATE RELEASE                                  
**DATE**COMPANY CONTACT AND PHONE NUMBER

**FOOD CO.** RECALLS **PRODUCT** BECAUSE OF POSSIBLE HEALTH RISK

**Company Name** of **City, State** is recalling **Quantity and/or type of Product,** because it has the potential to be contaminated with *Clostridium botulinum*, a bacterium which can cause life-threatening illness or death. Consumers are warned not to use the product even if it does not look or smell spoiled.

Botulism, a potentially fatal form of food poisoning, can cause the following symptoms: general weakness, dizziness, double-vision and trouble with speaking or swallowing. Difficulty in breathing, weakness of other muscles, abdominal distension and constipation may also be common symptoms. People experiencing these problems should seek immediate medical attention.

**Product** was distributed **List of states and areas where the product was distributed and how it reached consumers (e.g., through retail stores, mail order, direct delivery).**

Specific information on how the product can be identified (e.g., type of container [plastic/metal/glass], size and appearance of container, product brand name, codes, flavors, expiration dates, etc.).

Status of the number of and types of related illnesses that have been CONFIRMED to date (e.g., "No illnesses have been reported to date.")

Brief explanation about what is known about the problem, such as how it was revealed, and what is known about its source. An example of such a description -- the product was under processed.

Information on what consumers should do with the product and where they can get additional information (e.g., "consumers who have purchased Brand X are urged to return it to the place of purchase for a full refund. Consumers with questions may contact the company at 1-800-XXX-XXXX.)