**APPENDIX 4.4 -Press Release *E. coli* Model**

**(SAMPLE PRESS RELEASE) *E. coli* O157:H7**

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 may be contaminated with *Escherichia coli* O157:H7 bacteria (*E. Coli* O157:H7). *E. coli* O157:H7 causes a diarrheal illness often with bloody stools. Although most healthy adults can recover completely within a week, some people can develop a form of kidney failure called Hemolytic Uremic Syndrome (HUS). HUS is most likely to occur in young children and the elderly. The condition can lead to serious kidney damage and even death.

**Product** was distributed **Listing 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 or appearance of product, product brand name, flavor, codes, 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 recall was initiated after it was discovered that product was contaminated with *E. coli* O157:H7. Subsequent investigation indicates the problem was caused by a temporary breakdown in the company's production and packaging processes."

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.)