**APPENDIX 4.5- Press Release Listeria Model**

**(SAMPLE PRESS RELEASE) *Listeria monocytogenes***

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 *Listeria monocytogenes*, an organism which can cause serious and sometimes fatal infections in young children, frail or elderly people, and others with weakened immune systems. Although healthy individuals may suffer only short-term symptoms such as high fever, severe headache, stiffness, nausea, abdominal pain and diarrhea, Listeria infection can cause miscarriages and stillbirths among pregnant women.

**Product** was **distributed Listing of the 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 to identify the product (e.g., the type of container [plastic/metal/glass], size or appearance of the product, product brand name, flavors, codes and 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 the result of a routine sampling program by the company which revealed that the finished products contained the bacteria. The company has ceased the production and distribution of the product as FDA and the company continue their investigation as to what caused the problem."

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.)