# Media Release Example

You may like to adapt following media release or make your own.

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| Example:  [*Business name*] today recalled *[all batches/specific batches]* of *[brand name][product name]* from *[name of retailer/s]* stores across New Zealand due to *[recall reasoning]*.  *[Business name]* Director *[full name]* said the company had detected *[problem]* during testing at the company’s facilities in *[Auckland].*  The affected product has use by/best before dates of: *[date marking or other identifying features].*  “As soon as we detected an issue we made contact with New Zealand Food Safety to conduct a recall and have notified all relevant retailers,” *[Mr/Ms lastname]* said.  “Any consumers who have the affected product should return it to the place of purchase for a full refund. If consumers have any questions they can contact the company by calling/emailing *[number or alternative contact e.g. email].*  *[e.g. Listeria can be dangerous, particularly for pregnant women, the elderly or small children. More information on Listeria can be found on the New Zealand Food Safety Website: https://www.mpi.govt.nz/food-safety-home/food-poisoning-symptoms-causes/listeria-infection-symptoms-advice/]*  *[Mr/Ms lastname]* said anyone concerned about their health should seek medical advice.  **Contact**  *[Insert contact name and number]* |

The heading should be no more than one line and should capture as much information as possible, but the word recalls/recalled should be used.

The body of the media release should include a short introduction of no more than a couple of lines and should include the main facts.

The media release should be no more than a page but needs to answer the questions:

* who is taking action [Business Name];
* what action is being taken (Recalling a product - include all product details, including product name, varieties (flavours etc), package size/weight and date marking/batch codes, as relevant);
* where (from what stores in which regions);
* how (through a recall process); and
* when (now).

You can quote a spokesperson or the relevant company representative.

It should also include:

* advice to consumers on what you want them to do (e.g. do not consume the product and return to the place of purchase for a full refund)
* an advisory to seek medical assistance for consumers concerned about their health, if the food being recalled has been associated with illness
* where customers can obtain more information such as a customer enquiry phone number and/or company website and links to more information, if necessary, such as the recall notice on the NZFS website.

You may also wish to include an apology and advice on when the product will be available again.

Give the media someone to contact, either a name and a number or just a number. Make sure this person is available when you issue the media release.