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| ***Insert your business/practice logo/name*** |  |

**FOR IMMEDIATE RELEASE Your business/practice name**

**DATE Your** Contact, phone number

 Your Contact e-mail

**ADHD Awareness Coalition**

Sarah D. Wright, Coalition Chair

info@adhdawarenessmonth.org

**Name of Your Business/Practice**

**joins with**

 **the ADHD Awareness Coalition**

**to Fight Misperceptions During ADHD AWARENESS MONTH**

***National Public Education Initiative Takes Place October 1 – 31, 2014***

*(CITY, STATE,* 2014) – Attention Deficit Hyperactivity Disorder (ADD/ADHD) is one of the most prevalent and misunderstood conditions in the world, according to Sarah D. Wright, ADHD Awareness Month Coalition Chair. “You may not be aware of it, but whether you are affected by it yourself, or someone you love or work with is affected by it, ADD/ADHD has touched your life.”

ADHD Awareness Month is an international movement to educate the public and create greater awareness and understanding about attention deficit disorder. “Our goal is to help women and men learn the facts about this disorder and to dispel myths that keep people affected by ADHD from seeking appropriate treatment,” said Wright. (replace with quote by someone at your business/practice, with speaker’s name, title, practice name.)

(*Name of business/practice)* and the ADHD Awareness Coalition will recognize ADHD Awareness Month throughout October 2014 by joining with millions of adults, families, and children living with Attention Deficit Hyperactivity Disorder, as well as health care professionals, psychologists, and other thought leaders, to promote greater awareness about ADHD.

Attention Deficit Hyperactivity Disorder, a neurodevelopmental disorder, affects millions of Americans regardless of age, gender, ethnicity, or socioeconomic status. Recognized widely by medical organizations as varied as the National Institutes of Health (NIH), the Centers for Disease Control and Prevention (CDC), and the American Academy of Pediatrics (AAP), ADHD causes significant impairment at work, in school, and throughout the daily lives of those affected by it.

Ruth Hughes, former CEO of CHADD (Children and Adults with Attention-Deficit/Hyperactivity Disorder), referred to current research, saying, “ADHD has many faces. It affects people of all ethnic backgrounds and all socioeconomic classes. This is an important month when our community comes together to rally around the cause of ADHD awareness.”





(This spot for information about your ADHD Awareness activity.)

***About Your Business/Practice:*** *(Insert paragraph about your business/practice…)*

**About the ADHD Awareness Coalition:** The ADHD Awareness Coalition is comprised of leading organizations in the United States United States devoted to providing information, support, and advocacy for individuals, families, and professionals affected by ADHD. Contact the coalition at info@adhdawarenessmonth.org or its members at:

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|  | **ADDitude Magazine**Contact Susan Caughman at susan@additudemag.com |
|  | **ADHD Coaches Organization**Contact Sarah D. Wright at awareness@adhdcoaches.org |
|  | **Attention Deficit Disorder Association** Contact Michele Novotni at michelenovotni@yahoo.com |
|  | **Children and Adults with Attention Deficit/Hyperactivity Disorder**Contact Ruth Hughes at ruth\_hughes@chadd.org |
|  | **National Resource Center on AD/HD**Contact Sarah Firestone at sarah\_firestone@chadd.org |

