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**FOR IMMEDIATE RELEASE** Contact: [NAME, TELEPHONE NUMBER]

**[TODAY’S DATE]**

**[ORGANIZATION NAME] Observes National Healthcare Decisions Day 2024**

*Announces community event using* Five Wishes*, America’s most popular advance directive*

**[CITY] –** In observance of National Healthcare Decisions Day, April 16th, [COMPANY NAME] announces [DESCRIPTION OF EVENT], on [DATE, TIME] at [LOCATION].

National Healthcare Decisions Day is observed annually on April 16th and is aimed at increasing the number of Americans who have completed an advance directive (“living will”), in which they name the person who will make medical decisions for them in the event they are seriously ill and can’t speak for themselves. Experts say only about 20-30% of Americans have completed an advance directive even though all people age 18 and older should have one.

“It’s understandable that people would put off discussing the topic of serious illness and death, but it’s essential to have this family conversation in advance,” [NAME, TITLE, AFFILIATION] said. “It’s a discussion that should take place in the living room, not in the hospital waiting room when it may be too late.”

[NAME] said [ORGANIZATION] will be featuring *Five Wishes*, America’s most popular advance care planning program with more than 40 million copies of its advance directive in national circulation. Part of the program includes a 12-page booklet to help guide individuals in discussing personal, family, and spiritual matters in addition to medical and legal concerns*. Five Wishes* is legally valid in all 50 states and is available in 32 languages. *Five Wishes* is also a valuable tool for beginning often difficult family discussions.

“*Five Wishes* deals with the things people say matter most to them,” Five Wishes President Joanne Eason said. “It allows them to clearly state what kind of treatment they want or don’t want so their families aren’t left to guess or second-guess.”

[YOUR ORGANIZATION’S MISSION STATEMENT].

Founded in 1996, Aging with Dignity is a national non-profit organization that seeks to protect the God-given human dignity of the most vulnerable among us. *Five Wishes* is an advance care planning program created with help from national legal experts, with initial development and distribution funded by a grant from the Robert Wood Johnson Foundation.

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