**FOR IMMEDIATE RELEASE**

**Contact:**

 **Local Group Launches Life Saving Initiative**

**to Address Opioid Overdose Crisis with ONEbox™**

**CITY, STATE (DATE)—\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** is collaborating with the **Drug Intervention Institute (DII)** to increase training and education on overdose response in the local area. This initiative will provide **ONEbox™** emergency overdose reversal kits containing two doses of the opioid reversal medication, **naloxone** to all high-risk areas in the community. This will enable anyone in those places to administer naloxone quickly and safely to a person overdosing in an effort to save their life.

**ONEbox™** (**O**pioid **N**aloxone **E**mergency **B**ox) is a self-contained, video-enabled opioid overdose reversal kit intended to contain two doses of the opioid reversal medication **naloxone,** along with personal protective equipment and video instruction (in English and Spanish) that are activated when **ONEbox™** is opened. **ONEbox™** was invented by West Virginia native and entrepreneur, **Joe Murphy** who created the box after seeing the devastation the opioid crisis caused in his hometown community in Huntington, West Virginia.

“Drug overdoses caused by fentanyl are now the leading cause of death for Americans aged 18 to 45. However, younger persons are also particularly vulnerable. Recent research indicates that fentanyl is involved in more American youth deaths than heroin, methamphetamines, cocaine, benzodiazepines, and prescription drugs combined,” explained **Dr. Susan Bissett, President of the Drug Intervention Institute.** “We are pleased that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ support naloxone training and access for populations most at-risk for overdose.”

“We recognize the importance of having access to the right tools at the right time to help in preventing an overdose,” said **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**. “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is excited to be part of the initiative and in creating a healthier community for all.”

Lethal overdoses from opioids and fentanylare on the rise globally and have reached an all-time high in the U.S. with over 100,000 deaths annually. Awareness has never been more critical. These overdose deaths are preventable through the timely administration of naloxone and appropriate response to overdose situations.

For more information or to purchase, visit: <https://www.wvdii.org/onebox>.

ONEbox™ and Drug Intervention Institute Contact:

Dr. Susan Bissett at 304-941-4182 or email susan@wvdii.org

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**About the Drug Intervention Institute**

Located in Charleston, WV, the mission of the Drug Intervention Institute is to reduce opioid and drug-related deaths in Appalachia and the nation by (a) preventing substance use through education (b) reducing overdose through training and distribution related to naloxone and other opioid reversal agents, and (c) supporting harm reduction and other drug-response efforts.

**About ONEbox™:**

The ONEbox™ is an innovative and compact emergency response kit designed to address overdose situations promptly and effectively. The box is intended to hold two boxes of intranasal naloxone used to reverse overdose. However, using the medication is only the first step of many in responding to an overdose. The ONEbox™ provides on-demand video instructions that guide responders and laypersons through bystander intervention for naloxone administration and overdose response.