

Media Pitch Template

988 Day 2026

Background

We've developed a media pitch that contact crisis centers and/or organizations can use to reach out to your local reporters and outlets to help promote your 988 center or organization for 988 Day on 9/8. This ready-to-send pitch highlights the significance of 988 Day, the impact of the 988 Suicide & Crisis Lifeline, and offers a timeline story opportunity for your local media. We encourage you to personalize and share it with your press contacts to raise awareness and drive coverage in your community.

Subject line: Media Opportunity: Third Annual 988 Day – Local Impact, Local Voices

Hi [Reporter Name],

I'm reaching out to share a story opportunity tied to a powerful and timely day of action: 988 Day, taking place on **Tuesday, September 8, 2026 (9/8)**.

The third annual 988 Day is a national initiative led by the Substance Abuse and Mental Health Services Administration (SAMHSA) to raise awareness of the [988 Suicide & Crisis Lifeline](#) and to promote mental health support in creative and community-driven ways. This year's theme is "**988 Reasons: Your reason is enough,**" highlighting the many reasons people may need support, such as a difficult moment, a mental health challenge, or a concern for someone else.

988 Day is a key part of the broader September focus on suicide prevention, mental health awareness, and recovery. At [988 Center/Organization], we're proud to participate and would like to share our local 988 Day efforts.

We invite you to cover our 988 Day event and/or speak with [spokesperson name, title] about:

- What 988 means for our region and why it matters now
- The life-saving role of local crisis counselors
- Reducing stigma around mental health and help-seeking
- How we're engaging our community in support of 988

Our local participation aims to remind everyone in [community/state] that they are not alone. Anyone can call, text, or chat 988 anytime, 24/7, to connect with a skilled, caring, and nonjudgmental crisis counselor, who is trained to listen, de-escalate and support.

Since its launch, the 988 Lifeline has routed more than 26 million contacts across phone, text, and online chat. In [state], 988 received [insert state stat from here], underscoring the real impact crisis centers like ours have in meeting urgent emotional needs.

If you're interested, we'd be honored to arrange an interview or share more information about our local 988 activities.

Thank you for your time and consideration.

[Your Full Name]