



Wilkinson Boulevard
3333 Wilkinson Blvd.
Charlotte, NC 28208
www.cwwilliams.org

MEDIA ADVISORY & PUBLIC SERVICE ANNOUNCEMENT

FOR IMMEDIATE RELEASE

Date: August 5, 2024

Contact: Kelly Hurley
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THE C.W. WILLIAMS COMMUNITY HEALTH CENTER, INC. TO HOST 10th ANNUAL BACK TO SCHOOL COMMUNITY HEALTH FAIR DURING NATIONAL HEALTH CENTER WEEK

- What:** The C.W. Williams Community Health Center, Inc. (CWWCHC) will host its 10th Annual Back to School Community Health Fair during National Health Center Week 2024
- Where:** **Note Venue Change:** Stratford Richardson YMCA, 1946 West Blvd., Charlotte, NC 28208
- When:** Saturday, August 10, 2024, 10:00 am to 2:00 pm
- Info:**
- Elected Officials will be present at 11:30 am for a short program. The following elected officials have RSVP's that they plan to attend: US Congresswoman Alma Adams, NC Rep. Becky Carney, NC Rep. Terry Brown, NC Rep. Nasif Majeed, County Commissioner Vilma Leake, Charlotte City Councilwoman LaWana Mayfield, Charlotte-Mecklenburg Board of Education Member Thelma Byer-Bailey, and Mecklenburg County Register of Deeds Fred Smith.
 - The event will feature free bookbags & school supplies (while supplies last), free eye exams & eyeglasses for K-12 students, back to school immunizations & physicals, health screenings (dental, HIV, glucose, blood pressure), COVID-19 vaccinations & testing, vendor booths, music, free food, games, prizes, and fun for the entire family.
 - Physicals are \$25 each. Immunizations are free for uninsured children up to age 18.
 - Appointment are required for physicals and immunizations. Bring valid ID, immunization records, and insurance card (if you have insurance). Call 866-CWW-4-YOU (866-299-4968) to schedule appointments.
 - No appointment necessary for COVID-19 vaccinations and testing.
 - CWWCHC does not share anyone's immigration status.
 - See attached sample Public Service Announcement (PSA). The media is invited to attend.
- Why:** National Health Center Week is an annual celebration with the goal of raising awareness about the mission and accomplishments of America's health centers over the past five decades (www.healthcenterweek.org). During National Health Center Week 2024 (Aug. 4th through 10th), CWWCHC will provide back-to-school physicals and immunizations, distribute care kits to the homeless, as well as host its 10th Annual Back to School Community Health Fair event on Saturday, August 10, 2024.

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About The C.W. Williams Community Health Center, Inc.

The C.W. Williams Community Health Center, Inc. (CWWCHC) is a 501(c)(3), non-profit Federally Qualified Community Health Center founded by the late Dr. C.W. Williams and friends in 1980 to ensure that underserved patients receive high quality healthcare. CWWCHC provides primary and preventive medical & dental care, mental health counseling, substance use disorder counseling and treatment, comprehensive HIV/STI testing and specialty care, women's health, pediatric healthcare, Maternal & Child health, on-site pharmacy services, community outreach and free patient transportation services. Each year, CWWCHC treats over 15,000 patients, representing over 30,000 patient visits.

We want you to be healthy!

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**SAMPLE 30-SECOND PUBLIC SERVICE ANNOUNCEMENT
FOR CWWCHC'S 10th ANNUAL BACK TO SCHOOL COMMUNITY HEALTH FAIR**

Contact: Kelly Hurley, Development Officer

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Sample :30 Second PSA Script

THE C.W. WILLIAMS COMMUNITY HEALTH CENTER WILL HOST ITS 10TH ANNUAL BACK TO SCHOOL COMMUNITY HEALTH FAIR ON SATURDAY, AUGUST 10, 2024 FROM 10:00 AM TO 2:00 PM AT THE STRATFORD RICHARDSON YMCA, 1946 WEST BOULEVARD. THE EVENT WILL BE HELD IN-PERSON (RAIN OR SHINE) AND FEATURE FREE BOOKBAGS AND SCHOOL SUPPLIES (WHILE SUPPLIES LAST), FREE FOOD, VENDOR BOOTHS, BACK TO SCHOOL IMMUNIZATIONS & PHYSICALS, FREE EYE EXAMS & EYEGLASSES FOR K-12 STUDENTS, COVID-19 VACCINATIONS & TESTING, HEALTH SCREENINGS, MUSIC, GAMES, PRIZES, AND FUN FOR THE ENTIRE FAMILY. CHILDREN MUST BE PRESENT TO RECEIVE SCHOOL SUPPLIES. APPOINTMENTS REQUIRED FOR PHYSICALS, IMMUNIZATIONS, AND EYE EXAMS. FOR MORE INFORMATION, CALL 866-CWW-4-YOU. THAT'S 866-299-4968.

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