

FOR IMMEDIATE RELEASE

**Today’s Date**

Contact: **Name of media contact for chapter, email address or phone #** www.rightcarealliance.org

**Mother’s Day March [or Rally, etc] for Affordable Insulin**

**[Your city]** patients and providers are holding rally to protest high insulin prices, which led to the deaths of three young adults last year.

**WHAT: Patients and Providers Marching Against Insulin Profiteering**

**WHEN: Saturday May 12, TIME (Day before Mother’s Day)**

**WHERE: PLACE**

**WHO: The CITY chapter of the Right Care Alliance and approximately [estimated attendance] patient advocates, health care professionals, medical students, and concerned citizens**

The [**city**] Chapter of the [Right Care Alliance](https://rightcarealliance.org/), a grassroots coalition of patients, health care professionals and community members, will hold a rally on Saturday May 12, WHERE? to protest insulin price increases which has made this essential drug unaffordable for many, and resulted in unnecessary deaths.

The demonstration will feature portraits and stories of the three young people who died last year from lack of access to affordable insulin. We will have a Mother’s Day Card with a message from the surviving mothers of these young adults, and we will be encouraging participants to sign the card in solidarity. The cards from events across the country will be delivered to the offices of insulin manufacturers in the week following the rally.

This rally is part of the Right Care Alliance’s national Insulin Day of Action, which includes several events being held in cities across the country on May 12.

We are holding insulin manufacturers accountable for the harm they have caused by putting profits over people. We invite all residents of the [**city**] area — healthcare providers, patients, medical innovators, and people who are concerned about the price of insulin and other essential drugs, to join our fight on May 12 at TIME and PLACE?

For more information go to: https://rightcarealliance.org/actions/campaign-for-affordable-drug-prices/insulin-day-of-action/

**The Hard Facts:**

* Insulin is NOT optional for the millions of individuals who need it to survive
* Insulin has been available for diabetes for nearly 100 years
* The doctors who discovered insulin in 1921 [sold the patent for $1](http://www.thelancet.com/journals/landia/article/PIIS2213-8587%2817%2930115-8/fulltext) to the University of Toronto
* The average cost of insulin has [tripled in the last 10 years](https://www.diabetesselfmanagement.com/blog/the-cost-of-insulin/)
* Competition has [done nothing](http://www.businessinsider.com/rising-insulin-prices-track-competitors-closely-2016-9) to lower the price
* It costs a person with Type 1 diabetes an average of [$1,000 per month](http://www.businessinsider.com/costs-to-manage-type-1-diabetes-2016-9) for insulin and supplies
* Diabetes is a highly treatable illness, provided the person has access to insulin
* The cost of insulin in other countries is much lower! In Germany, for example, it’s approximately $13 per vial.