

Sample Press Release

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## New CMV Awareness Toolkit Released for National CMV Awareness Month

[City, State] - [Date] - In recognition of National Cytomegalovirus (CMV) Awareness Month this June, leading national health experts have released a new CMV Awareness Month Toolkit to help public health organizations, healthcare providers, and community partners raise awareness about CMV and its potential impact during pregnancy.

Congenital CMV is the most common infectious cause of birth defects in the United States, affecting an estimated 1 in 200 babies each year.

CMV is a common virus that infects people of all ages and often causes mild or no symptoms. However, infection during pregnancy can lead to congenital CMV, when the virus is passed to a developing baby. One in five children with congenital CMV will have lifelong health challenges. Despite its prevalence, awareness of CMV remains low among women of childbearing age.

CMV spreads through contact with bodily fluids such as saliva or urine. Pregnant women who have frequent close contact with toddlers and young children, who often carry the virus without symptoms, may have an increased risk of exposure. Behavioral practices such as washing hands after changing diapers, avoiding sharing food or utensils with young children, and avoiding contact with saliva when kissing a child may help reduce risk.

The toolkit was developed by the National Birth Defects Prevention Network (NBDPN) in collaboration with organizations working in maternal and child health and birth defects prevention. Contributors include [MotherToBaby](#), the Minnesota Department of Health, the Society for Birth Defects Research and Prevention, the American Academy of Pediatrics, and other national and state partners.

“Many families have never heard of CMV until it affects their child,” said **[SPOKESPERSON, TITLE, ORGANIZATION NAME]**. “CMV Awareness Month is an opportunity to share reliable information about the virus and simple steps that may help reduce risk during pregnancy.”

The CMV Awareness Month Toolkit includes ready-to-use social media graphics, fact sheets, prevention tips for pregnant women and families with young children, and messaging for healthcare providers and public health campaigns.

“When our child was diagnosed with congenital CMV, we had never even heard of the virus,” said **[NAME, AFFILIATION IF APPLICABLE SUCH AS NATIONAL CMV FOUNDATION CHAMPION]**. “If more families knew about CMV and how it spreads, it could help other parents avoid the same experience.”

The CMV Awareness Month Toolkit is available at:

**[Insert Toolkit Link]**

Media Contact:

[Name]

[Email]

[Phone]