



Media Pitch

To: Daphne Chen (dchen@deseretnews.com)

From: Megan Allen (megana@brim260.com)

Subject line: 24 Hours to Death: Meningitis is the New Teen Threat

Daphne:

Your recent articles on vaccinations have caught my eye, so I thought you would be interested in how parents can protect their vulnerable teens from meningitis.

Meningitis cases among 15-24 year olds have doubled since 1991. Utah teens are at risk for the disease and many parents are unaware. It only takes 24 hours after exposure to meningitis for a teenager to die. The disease spreads like the flu, and is more easily spread in close contact, like in locker rooms and hallways. This back to school season, the Utah Department of Health wants to increase meningitis booster vaccination rates. The disease is easily preventable and one worry could be taken off the minds of Utah parents.

With the school year starting in a few weeks, now is the best time to prevent meningitis. I can connect you with the family of a Utah teen who narrowly dodged the disease, all thanks to vaccination. I'll call you in two days with their contact information.

Thank you,
Megan Allen

Megan Allen
PR Director
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