**Contact name FOR IMMEDIATE RELEASE: [DATE]  
Contact Phone  
Contact email**

**[Name of Pharmacy] Offers Custom Flavoring Options to Get Sick Kids Back to School Fast**

**[LOCATION] -** This back to school season, the pharmacy team at [PHARMACY NAME] can help children get back on the field and back to school as they recover from illnesses that may sideline them from their outside activities during the back to school season. Children can recover from illnesses faster by making sure they are compliant with their medication. [Pharmacy Name] offers personalized taste options for liquid medications thanks to a small biotech company from Maryland – FLAVORx.

Every year, on average elementary aged children in the United States can expect to get eight to twelve colds or cases of the flu each year according to the Centers for Disease Control (CDC). Promoting and teaching healthy habits is imperative for the prevention of diseases; however, remaining compliant with medication for those tougher to beat colds and illness is just as important. Giving children the option to choose a flavor they enjoy, has proven to increase adherence rates with pediatric patients but also improve the overall customer experience in participating pharmacies nationwide.

“We are thrilled to be offering FLAVORx as a part of our pharmacy offerings. This program is a fantastic way for us to engage our customers as well as personalize their experience with their medication. We know from experience that prescriptions among children are harder to administer and that allowing them to have a choice in the matter, certainly makes it easier for parents.” – *this can be customized.*

**[Pharmacy name]** offers the FLAVORx to liquid prescriptions for [price] and can be mentioned to your prescriber or at the pharmacy.

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**Pharmacy Name (link to pharmacy’s website) located in City, State, has been an established pharmacy since year opened.  Specializing in helping children take their medicine using FLAVORx's copyrighted flavoring recipes, which have safely flavored more than 65 million prescriptions and over-the-counter medications. The pharmacy’s mission is\_\_your mission\_\_\_\_\_\_\_.**