

For Immediate Release
January 18, 2002

Media Advisory

American Association of Poison Control Centers and Rep. Ed Towns Launch New Toll-Free National Poison Hotline Jan. 30 at 10 a.m.

WHAT: The American Association of Poison Control Centers (AAPCC) will launch a new, national, toll-free hotline to connect Americans with their local poison treatment and prevention experts 24 hours a day, seven days a week. For the first time, the toll-free number makes all 65 poison centers accessible to callers across the country via the same national number. The announcement will include the unveiling of a new poison control center logo and radio and print PSAs.

WHEN: January 30, 2002, 10 a.m. EST

WHERE: Georgetown Hill Early Childhood Center
Mary Switzer Building, Department of Education
330 C St., SW
202-260-7643

WHO: Representative Ed Towns (D—NY)
Alan Woolf, President of AAPCC

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To reserve a place at the launch event media must RSVP to Stephanie Bluma or Paul Massey by Jan. 29, 2002.