**N E W S R E L E A S E**

*For more information, contact:*INSERT YOUR CONTACT INFORMATION HERE

**Laundry Detergent Packets: There is a Safer Alternative**

(CITY, State) In the last few years, colorful, pre-measured laundry detergent packets have joined traditional liquid and powder detergents on store shelves. Many families buy packets as a way to streamline the chore of washing the never-ending pile of dirty clothes. Unfortunately, children across the country are finding ways to swallow the concentrated contents of the packets, leading safety advocates to push for increased awareness of their risks.

Laundry detergent packets are much more poisonous than traditional liquid or powder detergent. The chemicals in the packets are highly concentrated, which means that even a small amount can cause serious harm. Children who are exposed to detergent from packets are more likely to need hospital care and to experience major medical effects including burns to the skin and eyes, trouble breathing, heart problems, coma, and even death.

“INSERT OWN QUOTE HERE,” said INSERT NAME, TITLE OF PERSON BEING QUOTED HERE. “INSERT ADDITIONAL QUOTE HERE.”

INSERT NAME OF YOUR ORGANIZATION HERE recommends following these tips to help keep children safer around laundry detergent.

**Stick with Tradition**

Purchase and use traditional liquid or powder laundry detergent rather than packets if children younger than six years live in or visit your home.

**Keep in the Original Packaging**

If you use laundry detergent packets, keep them stored in their original container until you put them in the washing machine.

**Store Safely**

Store laundry detergent packets up, away, and out of sight – in a locked cabinet is best.

**Straight into the Machine**

When you take a laundry detergent packet out to use, put it directly into the washing machine. Immediately return the closed container to its safe storage spot.

Save the national poison help line number (**1-800-222-1222)** in your cell phone and post it near your home phone. Call right away if you think a child has come in contact with the chemicals from a laundry detergent packet.

[PARAGRAPH ABOUT YOUR ORGANIZATION HERE]

Prevent Child Injury is a national group of organizations and individuals, including researchers, health professionals, educators, and child advocates, working together to prevent injuries to children and adolescents in the U.S. In collaboration with the U.S. Centers for Disease Control and Prevention, Prevent Child Injury promotes coordinated communication to the public about prevention of child injury, which is the leading cause of death of our nation’s youth. To become a member of Prevent Child Injury or for more information and resources on this and other child injury topics, please visit [www.preventchildinjury.org](http://www.preventchildinjury.org).

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Sample quotes:

“We recommend that families with children under six years old stick with traditional liquid or powder detergent. The convenience of laundry detergent packets is not worth the risk of a poisoned child.”

“There is a safer alternative to laundry detergent packets. If young children live in or visit your home, use traditional liquid or powder detergent instead.”