

PRESS RELEASE

Who Dies Next? fentvic.org hosts PSA Campaign 1/7—1/21/2024

FIGHT FENTANYL to SAVE LIVES Digital Billboard Campaign

In Gaston, Mecklenburg, and Union Counties, NC.

CONTACT

Barb Walsh, Executive Director, 919-614-3830, barb@fentvic.org

Fentanyl Victims Network of NC (fentvic), 501(c)(3) EIN 88-3921380 www.fentvic.org

Contact Barb to schedule interviews with local fentanyl victim families

4 LOCATIONS: Gaston, Mecklenburg and Union County, NC (see below)

Gastonia, Gaston County: I-85 just north of Cox Road exit facing South

South Charlotte, Mecklenburg County: 1) I-77 Southbound, near Westinghouse Blvd 2) I-77 Northbound, north of I-485 interchange, 3/10 mile Arrowood Rd

Monroe, Union County: US-74 Walkup Avenue, faces east

DETAILS

- 1/7@12am -1/21/24@11:59pm. Runs 24/7, digital and illuminated.
- Hosted by fentvic.org, NC fentanyl victim families and corporate good citizen Adams Outdoor (Julie Belnap, Account Executive)
- Features 15 NC fentanyl fatality victims killed by fentanyl 15 different ways.
- 1/20/24 Family Summit on Fentanyl Fatalities: Public Safety, Awareness & Justice.
- 10:30-3:30. Private Event for NC Fentanyl Victim Families & Press who pre-register. Separate press release to be issued.

PURPOSE:

1. SAVE LIVES!
2. Spark public safety conversations within communities and amongst families about the dangers of illicit fentanyl, particularly counterfeit pressed pills (Adderall, Xanax, Percocet)
3. 7 out of 10 'street' counterfeit pills contain lethal dose of fentanyl additives (DEA 2023)
4. Raise awareness about 16,228 NC fentanyl fatalities, 2013-September 2023 (NC OCME)
5. 1,615 fentanyl fatalities combined occurred in Gaston (311), Mecklenburg (1,118) and Union (186) 2013-Sept 2023 (source: NC State Center for Health Statistics, Vital Statistics Death Certificate Data)
6. Links to fentanyl fatality data on fentvic.org website:
Gaston https://fentanylvictimsnetworknc.org/wp-content/uploads/reports/Gaston_County.pdf
Mecklenburg https://fentanylvictimsnetworknc.org/wp-content/uploads/reports/Mecklenburg_County.pdf
Union https://fentanylvictimsnetworknc.org/wp-content/uploads/reports/Union_County.pdf

ABOUT

- Fentvic is a charitable nonprofit located in Wake County NC. EIN #88-3921380
- Fentvic is a action oriented grassroots nonprofit that promotes Public Safety, Education, Justice, Advocacy, and Support of NC fentanyl victim families in all 100 NC Counties

Fentvic.org BILLBOARD IMAGE PREVIEW



Fentanyl Victims Network NC | 'Fight Fentanyl' | Digital 1088x320 | Charlotte, NC - Julie Belnap

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