

Who Dies Next? fentvic.org hosts PSA Campaign

FIGHT FENTANYL to SAVE LIVES Digital Billboard Campaign

In Gaston, Mecklenburg, and Union Counties, NC

1/7—1/21/2024

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

BILLBOARD IMAGE PREVIEW



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

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