#### Contact:

[Insert media relations or public affairs contact for your organization]

**MEDIA ALERT**

**International Day of Radiology Celebrates Role of Radiological Care and Medical Imaging in Serving Patients and Society**

**What:** [Insert name of organization] is proud to participate in the seventh annual International Day of Radiology, marking the tremendous advances in patient care made possible by medical imaging and radiation therapy.

[Insert your organization’s IDoR promotion or event, if any.]

**Who:** [Insert name of organization] joins nearly 170 radiology-related professional societies from around the globe taking part in this celebration of radiology, sponsored by the American College of Radiology (ACR), the Radiological Society of North America (RSNA) and the European Society of Radiology (ESR).

**Where:** [Insert location of any specific organizational IDoR promotions or events.]

**When:** Thursday, November 8, 2018 – the 123rd Anniversary of the discovery of the X-ray

**Why:** Medical imaging has advanced modern medicine, produced technological innovation and enabled more effective and efficient patient care. The International Day of Radiology recognizes the lives saved and extended worldwide by medical imaging and highlights the ongoing work in radiology research, diagnosis and treatment. [Insert highlights and specific accomplishments at your organization or location; e.g. “Here in [CITY/STATE], radiologists/medical physicists/radiation technologists have led projects including x, y, z and impacting ##### patients/citizens].

**Contact:** For more information about the International Day of Radiology, visit [*www.acr.org/IDoR*](http://www.acr.org/IDoR) or [*RadiologyInfo.org*](http://www.radiologyinfo.org).

To speak with a spokesperson, contact [Insert media relations or public affairs contact for your organization].