

**Sample Holding Statement**  
**(For use before specific information is available):**

Date: [date of issue]

Time: [time of issue]

[News Release Number]

[Organization name] confirms that it has received a report of [nature of event]. According to the information received at this time, the [event] occurred at [time and location]. Reports indicate that [any confirmed information on the event] and that [any initial measures] measures are being taken to protect [the public, responders, products, trade, or specify as appropriate]. The [specify plan as appropriate] emergency plan has now been activated [and we have activated our public information centre].

[Organization name] is coordinating its activities with responders now at the scene and other involved agencies [specify as appropriate]. We will be providing further information as soon as it becomes available. [Provide details on timing of any updates or briefings]. The next [briefing/update] will take place at [location and/or time].

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For further information:

Name [name of contact for the media]:

Title [title of media contact]:

Organization:

Telephone:

Mobile:

Email:

Website: