#### Contact:

[Insert media relations or public affairs contact for organization]

**MEDIA ALERT**

**International Day of Radiology to Recognize More than a Century of Lives Saved and Improved by Radiologists and Medical Imaging Exams**

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

 [Insert specific organizational IDoR promotion or event, if any.]

**Who:** [Insert name of organization] joins more than 140 radiology-related professional societies from around the globe taking part in this celebration of radiology, sponsored by the European Society of Radiology (ESR), the Radiological Society of North America (RSNA) and the American College of Radiology (ACR).

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

**When:** Wednesday, November 8, 2017 – the 122nd Anniversary of the X-ray

**Why:** Medical imaging is one of the top 10 medical advances of the past 1,000 years, and radiologists and radiologic scientists have produced major life-saving advances over the past century. Medical imaging and radiation therapy have improved patient healthcare and medical outcomes by providing patients with state-of-the-art cancer screening and disease diagnosis and less invasive medical treatments and therapies. Imaging scans have virtually eliminated exploratory surgeries, reduced unnecessary hospital admissions and often shortened hospital stays. The International Day of Radiology celebrates not only these past achievements, but also the ongoing radiologic research that is working toward new technological advances to benefit all mankind now and in the future.

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

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