NEWS RELEASE

**FOR IMMEDIATE RELEASE [Today’s Date]**

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**Neurodiagnostic Technology: Your Brain is Our Business**

[Date], [City], [State]. – Neurodiagnostic Technologists provide a valuable contribution to quality patient care through recording and study of the electrical activity of the brain and nervous system. Neurodiagnostic Technologists have many areas of expertise and act as eyes and ears for specially trained physicians. The field of Neurodiagnostic Technology is expanding every year and so are the professionals who practice it. Neurodiagnostic Week will be celebrated nationwide from April 17-23, 2016.

Neurodiagnostics is the study of the brain and nervous system. Procedures performed by technologists include electroencephalography [EEG], evoked potentials [EP], intraoperative neuromonitoring [IONM], long-term monitoring [LTM], continuous EEG in the Intensive Care Unit [cEEG/ICU], nerve conduction studies [NCS], and polysomnography or sleep studies [PSG]. Technologists play an important role in performing these various tests to aid in diagnosing such illnesses and problems as epilepsy, sleep apnea, migraine headaches, strokes, and carpal tunnel syndrome.

Neurodiagnostic Week is that time of year when the contributions of neurodiagnostic professionals are honored and celebrated. [Insert quote or for example use; “In the field of neurodiagnostics,” states [name of institution representative] “technologists are our gift because they are uniquely skilled, versatile, and valued.”] Neurodiagnostic Week is a week-long event to demonstrate pride in the profession and in the individual accomplishments of neurodiagnostic technologists throughout the country. It is also an opportunity to educate others, recruit new students into the profession, and to promote Neurodiagnostic awareness in the community.

Neurodiagnostic Week is sponsored by ASET – The Neurodiagnostic Society and is celebrated annually during the third full week of April. During this week, [name of your institution] acknowledges the year-round efforts of neurodiagnostic technologists by [fill in what activities you are planning to celebrate or recognize Neurodiagnostic Week]

For more information on the Neurodiagnostic profession, visit www.aset.org. For more information on [name of you institution], visit [your web address].

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**About ASET**

ASET – The Neurodiagnostic Society represents more than 5,000 allied health care professionals who perform diagnostic testing such as EEGs, evoked potentials, intraoperative and long-term neuromonitoring, continuous EEG in the Intensive Care Unit, sleep studies, and nerve conduction studies. ASET provides leadership, continuing education, advocacy and resources that promote professional excellence and quality patient care in neurodiagnostics.

**About [your institution]**