

MEDIA ADVISORY

[DATE]

Press Contact: [NAME, EMAIL, NUMBER]

## **HEADER - Bold, engaging overview of event**

(City, State) - You want to write your most important information first - the climax should occur at the very beginning in order to grasp immediate attention. Make it short and simple so that reporters can immediately understand the situation and decide if they are interested (or not).

**What:** Quick sentence about what is happening.

**When:** Date and time.

**Where:** Location, address.

**Who:** Small description of organization(s) involved in the event.

**Why:** What is the purpose of this event? Include a few sentences to a paragraph about why this event is important. Provide brief background details - this is your opportunity to link to relevant media sources.

For more information visit [WEBSITE] or contact [CONTACT INFO].

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mission statement