



CONTACT:

Account person's name
Organization or business
Email for contact
Phone number for contact

MEDIA ADVISORY

HEADLINE

Subhead if needed

WHO: Name of company and key participants.

WHAT: Describe what will be happening at the news-worthy event that should be covered by media. In addition to describing what will happen, it is always good to include key visuals that might encourage media to attend.

The second paragraph could include what the key visuals will be for media. This is also a good place to include links to photos or videos that might entice media.

WHEN: Date
Time range (usually no more than a two hour window)

WHERE: Name of location
Formal address

WHY: Explain why the organization does what it does. This could include information from the boiler plate.

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