*Insert your organization's logo or letterhead*

**Contact Name**

**Contact Phone Number**

**Address for the Event**

**MEDIA ADVISORY**

***Insert Catchy One-Line Headline or Name of Event in Italics***

# WHAT: WHO:

[full name and title]

[Add full names of speakers and other relevant persons of interest to the media]

[Insert brief, one-paragraph description of your event and significant participants]

**WHEN: WHERE:**

[Add address]

[Add location]

[Insert date] [Insert time]

**WHY: HOW:**

[For interviews or additional information please contact [Insert full name, telephone number, and email address.]

[Give reason for event taking place. Cite local statistics, too, if relevant and available]

\*If there is a good photo or video opportunity at your event, insert a note about it here.

