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

**WHO:** [Add full names of speakers and other relevant persons of interest to the media] [full name and title]

**WHEN:** [Insert date], [Insert time]

**WHERE:** [Add location]

**WHY:** [Give reasons for the event taking place. Cite local statistics, too, if relevant and available]

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

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

