[Letterhead and date]

**For immediate release:**

**Contact:** Your name, title

Email / Phone

**MEDIA ALERT**

**HEADLINE GOES HERE, SHOULD BE 80 CHARACTERS OR LESS IF POSSIBLE**

**What:** Description of event.

**Who:** Information about your group and who would be available on hand for interviews or such.

**Why:** Explain why the event is taking place and be specific. Understand what would be appealing to the audience you’re trying to reach.

**Who should attend:** Explain who is meant to attend the event. If it’s only the media you’re sending this to, state that.

**When:** Simply when will the event take place and explain if there are weather contingencies.

**Where:** Provide the address for the event, directions to get there and any logistical issues such as parking, costs, etc.

In the space below, add in anything else that seems necessary to get media attention that’s not covered in the above parts.

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