For immediate release:

MEDIA ALERT

Very Interesting Headline

What: Information about your event.

Who: Information about your group, potential sponsors etc. Include who will be available for questions or interviews following the event.

Why: Purpose of your event: fundraising, awareness, community outreach etc.

Who should attend: Whole community, specific demographic, kids and parents, etc.

When: Include date, year, weekday and time, rain or shine.

Where: Address, how to get there, where to park.

Media contact: Name and contact information of person designated to communicate with the media on behalf of your group; also website address, Facebook and Twitter pages.

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