***MEDIA ADVISORY***

Month, day, year

**CONTACT:** First Name Last Name, Title, Business,

Email, Phone

**PUT HEADLINE HERE**

*Put subhead here*

CITY, State, date— Kick off with the LEDE: briefly explain the most important information you want to communicate

Give the details:

**What:** Name of the Event

**When:** date and time

**Where:** location and parking instructions if needed

**Who:** list any fancy guests that may be in attendance or performing

**Why:** generally explain the reason for the event

**Details:** special instructions such as cost, if photos or interviews are available, etc.

{Always include a quote or two.}

{end with call to action if appropriate}

**About** (your company name)

This section gives a brief explanation of what your company does and a link to your website. Ideally, this remains the same in all press releases and should be something you reuse often. (website link goes here at the end)

Include the end notation of ###