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**FOR IMMEDIATE RELEASE**

**Media Contact:**

Full Name

Office #

Cell #

Email

**[MAIN PRESS ADVISORY HEADLINE — ALL CAPS AND BOLD]**

[*Optional Subhead* — *Title Case / Italicized*]

**CITY, STATE (DATE) —**Catch the reporter’s attention in the first paragraph, and provide enough context for the reporter to understand the importance of the issue. Include critical details, such as what will be covered at the event, who the notable speakers are, and why the event is significant.

**What:** Name of event  
**When:** Date and time  
**Where:** Location and address

**Who:** Name, role, and organization of speakers or important attendees

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