



Will be Released when Sent

**MEDIA ADVISORY
FOR IMMEDIATE RELEASE**

Insert Logo Here

Title 10 Words
or Less

Insert Interesting Headline and/or Name of Event

CITY, STATE (Month Date, Year) – Summarize the who, what, when, where, why, and how in this brief introduction. Readers should immediately understand the important information of this alert by reading the introduction.

Written in 3rd Person

“Insert quote that is relevant to your media alert, could be company leadership, an influential individual, or a quote specific to the event,” said First Name, Job Title at Company Name. → ***Quote Optional***

Date: Day of Week, Month Date, Year

Time: __ p.m. - __ p.m. Time Zone

→ Keep this towards the top!

Location: Name (Full Address)

Details: Answer who, what, and why this event is taking place.

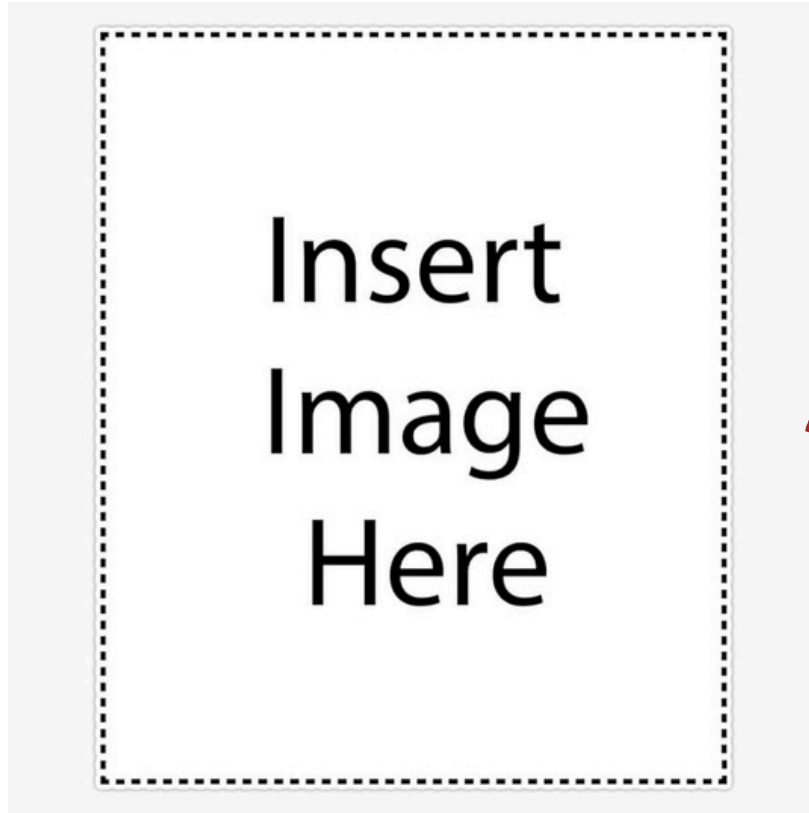
Use this paragraph to describe the main details. This can include more background information, specifically on why the event or product was created, who will be in attendance or speaking, and when and where this event will be held.

Use this paragraph to describe registration details. Describe if this event is open to the general public, media only, or invite only. If registration is required, include the link [here](#).

Learn more about this event or product at Your Company at
www.insertwebsitehere.com. → **Include Hyperlink**

Include Hyperlink

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*Optional
Photo/Caption*

Pictured above is First and Last Name, Job Title at Company Name from City Name.

ABOUT YOUR COMPANY

Include a Boilerplate

Your company description and mission are included here. This section gives background information on your organization to anyone who is unfamiliar. Your company is a member of Indiana Grown, an initiative that educates consumers on the importance of buying Indiana Grown products and supporting Indiana businesses.

Media Contact: First and Last Name

Phone: (000)111-2222

Email: inserthere@gmail.com

→ Must Include a Media Contact

Why might I send one?

- Upcoming Event
- Generate Media Coverage
- Media Attendance at the Event

Who do I send it to?

- Journalists & Media Outlets that would be interested in attending your event (local newspapers, news stations, radio, etc.)

Key Notes

- Keep it short
- Only include important information
- Must be professional