Media Alert   
Month, day, year

For more information, contact:   
Full name  
Office #  
Cell #  
Email

**Headline Outlining Event and Participants**  
*A sub-header with additional context*

CITY, Mich., – Provide context for the event and help the reader understand why this is important. Include event details, like attendees, the project and 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 the event

**Who:** Names, roles and organizations represented, including speakers and important attendees

**When:** Date and time the event begins

**Where:** Location and address of the event

**Organization name**

Use this space provide an overview of your organization, including your mission and location. Consider your audience, then include any values, achievements, certifications and anything else that will matter to the media. Point them to your organization’s website here.