

SAMPLE

Media Advisory

A media advisory is used to send an advanced invitation to media to cover or attend your event. It is generally sent several days before your event and should contain pertinent information to create media interest in covering your event. The advisory should be brief and clearly expressed.

Attention - Include who you want to reach with your media advisory. For example:

Photo and Assignment Editors/City Desk

Main Headline - Instantly relays the most important information about the event. For example:

BMW Toronto and Saturns Drives present Supercar Sunday in support of Women's College Hospital

CITY, PROVINCE, DATE – Use this section to concisely review the most newsworthy items of the day. Details should include event highlights, VIP guests and dignitaries, how many years the event has been operating, what the event is supporting, total number of guests and total amount of funds raised in previous years.

- **When:** Relay the date of your event
- **Time:** Include the start and end time of your event
- **Where:** Add the location including any special parking instructions for media
- **Photo opportunities:** List main attractions that will make for captivating and engaging photos
- **Interview opportunities:** List key players and stakeholders who are available for interviews. Event founders and those with a personal stake in the event make for interesting and compelling interviews
- **Rain date:** (If applicable)

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(This number indicates the end of the advisory)

For more information, contact:

Name

Title

Email

Phone