

volunteers.  
from  
compassion  
to  
action.



## Promotion and media

### MEDIA ADVISORY TEMPLATE

The media advisory addresses the who, what, where, when and why of an event. It is short, almost always less than one page.

#### **National Volunteer Week celebrates the compassion and action of volunteers**

**April 19, 2009**

**FOR IMMEDIATE RELEASE**

**Media contact**

**Name**

**Phone numbers**

**Media Advisory** – Photo and Interview Opportunity

Local Volunteers to Be Honoured with (Your Event) hosted by (Name of Your Organization) in celebration of National Volunteer Week, April 19 – 25, 2009.

**What:** (Your organization) is honouring community volunteers with (details of your event). This will be followed by (include details of any photo opportunities)

**Who:** The following individuals will be attending the (Event) and will be available for interviews: (i.e.: Member of Parliament, Mayor, local celebrity, celebrated volunteer)

**When:** Day, date, time (during National Volunteer Week)

**Where:** Provide address and any details regarding parking or security. Note: media parking is always appreciated. (Boilerplate information on your organization. Provide a brief description of who you are and whom you serve or represent.)