

NOTE: ALWAYS FOLLOW YOUR ORGANIZATION'S POLICIES AND PROCEDURES REGARDING MEDIA CONTACT.

Sample Media Advisory

FOR IMMEDIATE RELEASE

(Date)

For more information, contact:
(Name/phone #/email)

(WIC Agency or Parent Organization) to Host (Name of Event) in Support of (World Breastfeeding Week/Black Breastfeeding Week/Domestic Violence Awareness Month/Etc).

Who: Parents, WIC staff members, community leaders and other partners who will host with guests (State or National Representative, other notable guests) to celebrate/discuss/etc. (nature of event).

What: WIC staff and community partners will discuss the importance of (nature of event – provide a short paragraph of details).

When: (Date and time)

Where: (Address of location)

Why: The purpose of the event is to celebrate WIC's contributions to the community in support of (nature of event – breastfeeding moms, breastfeeding in the African American Community, preparing children in the community for a successful start in school, etc.. Cite some relevant facts about the community, statistics about WIC participation or WIC's documented improvements in health outcomes, etc.).

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