

Media Advisory/Photo Opportunity

- What:** [What is the name of the event? What will happen at it?]
- Where:** [Where will the event be held – provide venue name AND address information. A link to a GoogleMaps location is also appreciated. If a large venue such as a major city park, indicate where at the venue the event will be held. If more than one location is involved, make it clear which location you are inviting the media to.]
- When:** [What day(s) and time(s) will the event take place. If there's a particular time at which you want the media to be present, say so, e.g. Sunday June 1, 10 am to 1pm, interview opportunities for media at 11 am.]
- Attendees:** [Who will be attending? Who is available for interviews? This is typically reserved for people who are speaking at or leading the event, people who inspired the event because of their connection to the cause, and high-profile guests such as elected officials, sports or media celebrities. Just provide name, what they are known for in the community, and what their role will be at the event, e.g. Jane Smith, MP Anytown South, guest speaker.]
- Why:** [Sample text – feel free to provide your own reason why this event is important. If a personal connection to arthritis has inspired the event, you can describe that here.]
Funds raised from this event will go to support the Arthritis Society (www.arthritis.ca). Arthritis is a serious disease with no cure. Today, 6 million Canadians (1 in 5 adults) are affected by arthritis, and those numbers are growing. That means someone you care about is either affected now, or will be soon. There is no cure for this painful disease that reduces mobility and results in the loss of opportunities and enjoyment for those living with its effects every day.

For further information or to arrange an interview, please contact:

[INSERT YOUR CONTACT INFORMATION – at a minimum provide name, email, daytime phone number]