

MEDIA ADVISORY SAMPLE

A media advisory is used to invite reporters to cover your event. Think of it like an invitation that answers the most important questions: who, what, when, where and why.

① **EVENT TITLE -**

② *Provide a brief and compelling description of the event, announcement, or newsworthy occurrence. Clearly state the purpose and why it is important.*

WHERE - *[location and address]*

WHEN - *[day, month, year]*

③ **TIME -** *[share specific times that media would be interested in]*

WHO - *[List key event attendees and speakers that the media may be interested in]*

④ **ABOUT CORTELLUCCI HOSPICE VAUGHAN -** Cortellucci Hospice Vaughan provides holistic care to those affected by life-limiting illnesses. The state-of-the-art 12 bed hospice is Vaughan's only healthcare centre providing end-of-life care in a peaceful, homelike environment focused on compassionate care, comfort, and dignity. Through 24/7 clinical services, family grief support, therapeutic activities, community education, and in-home services, Cortellucci Hospice Vaughan eases the physical and emotional pain of death and dying. This allows clients to focus on living until their final days and loved ones on making every moment matter.

⑤ **CONTACT INFORMATION -** *[Include the name, phone number, and email of the media contact for inquiries and RSVP. Provide any deadline for RSVPs if applicable.]*

① **HEADLINE**

In one sentence, share the goal of your event.

② **FIRST PARAGRAPH**

Most important information about the event. Mention what the event is and what you are hoping to accomplish.

③ **EVENT DETAILS**

Share event details so reporters can attend the event.

④ **ABOUT THE ORGANIZATION**

Share information about the organization you're supporting so that the media has further understanding on the importance of the event.

⑤ **MORE INFO**

Share your contact details.