

This media alert can be used to announce breaking news, an event, or a photo opportunity. It invites the media to cover your event.

YOUR LETTERHEAD or logo



FOR IMMEDIATE RELEASE:

Contact:
Contact Person
Company Name
Telephone Number
Fax Number
Email Address
Web site

MEDIA ALERT

Thousands Gather to Celebrate XYZ Organization

- WHAT:** What is the event- a ribbon cutting ceremony, a community carnival raising funds to support XYZ, a silent auction and gala honoring XYZ
- WHO:** who will be there? who will be affected? who will benefit? guest(s) of honor, keynote speakers, honorees, local celebrities, company CEOs, etc
- WHERE:** Location (with address, landmark, and room number if applicable)
- WHEN:** Day, Date, Time of Day
- WHY:** Why is it important that the public, the media, supporters, attend this event? Why is this event happening? Why is it important that this event is taking place?

[Healthy Communities • Healthy Youth®](#) (HC • HY) is a national initiative launched by Search Institute® to equip and support communities around the world in building [Developmental Assets®](#) in young people. The Developmental Assets are 40 common sense, positive experiences and qualities that help influence choices young people make and help them become caring, responsible adults. Because of its basis in youth development, resiliency, and prevention research and its proven effectiveness, the Developmental Assets framework has become the single most widely used approach to positive youth development in the United States. www.search-institute.org

XYZ Orgnaization boilerplate paragraph jkdsaljfsiovnkjnrgghfidozvnfd;nreioghfdiovn edjvnfdioghionvfdln uodhviof nfdjdfhuofhavdlk;zvnvifodugerioagdkl;jvfiodhvfdjabnfdsl;bjidoghfnadnv vofdhiovfahnvdfkl;nofkdionbadf;nb iod;bhai. For more information, go to www.xyorganization.org or contact Jenny Smith at 555-555-5555 or jsmith@hotmail.com
