

SAMPLE MEDIA ALERT

[PRINT ON PROGRAM LETTERHEAD OR NPW 2021 LETTERHEAD,
OR INSERT PROGRAM LOGO HERE]

FOR IMMEDIATE RELEASE: [DISTRIBUTION DATE]

CONTACT:

[NAME OF PRESS CONTACT]

[PHONE NUMBER], [EMAIL]

****MEDIA ALERT****

[ORGANIZATION NAME] TO HOST [EVENT] ON [DATE]

[CITY, State] — On [DATE], [ORGANIZATION NAME] will invite media and the public to attend [EVENT OR ACTIVITY NAME] to [BRIEF DESCRIPTION OF EVENT PURPOSE]. The event is being held in observance of the Substance Abuse and Mental Health Services Administration's (SAMHSA) National Prevention Week (NPW) 2020.

To raise awareness about the importance of substance use prevention and mental health promotion, [ORGANIZATION NAME] is hosting [EVENT OR ACTIVITY NAME] to [DESCRIBE HOW THE EVENT WILL SERVE THE COMMUNITY—EDUCATE, SHOWCASE LOCAL RESOURCES, ETC.].

WHAT: [NAME OF EVENT OR ACTIVITY]

WHEN: [DATE AND ANY KEY TIMES, IF APPLICABLE]

WHO: [NAME, TITLE, AND ORGANIZATION OF THE PEOPLE WHO WILL SPEAK OR WHO ARE AVAILABLE FOR INTERVIEWS. USE A BULLETED LIST IF MORE THAN ONE PERSON.]

WHERE: [ADDRESS OF EVENT OR ACTIVITY]

Each year, SAMHSA's NPW promotes prevention year-round by sharing ideas, building capacity, and distributing tools and resources to help individuals and communities make substance use prevention happen every day. This year, NPW 2021 will take place May 9–15, 2021.

To register for [EVENT OR ACTIVITY NAME], visit [LINK]. [EVENT OR ACTIVITY NAME] is free to the public; no registration is necessary. To accommodate in-person interviews, media interested in attending are asked to contact [NAME OF PRESS CONTACT] at [EMAIL] or [PHONE].

If you would like more information about [ORGANIZATION], visit [LINK].

[SHORT DESCRIPTION OF YOUR ORGANIZATION: WHAT IT IS, WHEN IT WAS ESTABLISHED, HOW IT IS FUNDED, WHY IT EXISTS, WHOM IT HELPS, AND ITS GEOGRAPHICAL SERVICE AREA]