

NEWS ADVISORY/PHOTO OPPORTUNITY TEMPLATE

Purpose of document: To invite the media to an event in attempt to get news coverage.

MEDIA CONTACTS:

Name of Media Contact

Julie Alcorn

Name of Organization

Rocky Mountain Children's Health Foundation/Mothers' Milk Bank

Phone Number

Office: 720.507.0903/Cell: 303.257.2373

Email

mothersmilkbank@rmchildren.org

TITLE: NEWS ADVISORY/PHOTO OPPORTUNITY

WHAT: Brief description of event. For example:

Mothers' Milk Bank, a Colorado-based program benefiting women and babies nationwide, will hold a special celebration event 4 Ten for Babies. Since 1984, 4 million ounces of donor human milk from 10,000 amazing women were dispensed to save fragile babies across the country.

WHEN: Date
Time

WHERE: Building/Organization Name
Address
City, State, Zip

WHO: Names and titles of those who will attend and groups who will attend

VISUALS: Brief description of activities/speakers that the media would find appealing for photos or broadcast (i.e. moms signing up to be donors, local medical expert speaking on the benefits of human milk, etc.)

Include boilerplates for your organization and Mothers' Milk Bank at the end of this section. MMB's boilerplate is below:

About Mothers' Milk Bank

A nonprofit program of Rocky Mountain Children's Health Foundation, Mothers' Milk Bank (MMB) collects, processes and provides human donor milk to babies across the country. Babies who receive the milk may be premature or have severe illnesses and need human milk to thrive. MMB consistently provides more milk to NICUs than any other nonprofit milk bank in North America and adheres to the strict guidelines of the Human Milk Banking Association of North America (HMBANA). For more information on MMB visit www.milkbankcolorado.org.