



Media Advisory

Media advisories are condensed, one-page versions of press releases. They are written in a "who, what, where, when, why" format, and do not need to be double-spaced. They serve as a reminder to the media, and should be timed to reach the media just a couple of days before the event (Thursday or Friday at the latest). Media advisories should be sent by fax, to convey a sense of urgency, but mail is fine if it is not possible to fax. Media advisories also give you an opportunity to provide the media with information about any late developments in your plans, such as a change of time or location, or the list of people who will speak or perform at your event.

Anytown HIV/AIDS Coalition

MEDIA ADVISORY
MAY ____, ____

CONTACT: YOUR CONTACT PERSON
505-555-5050

ANYTOWN AMONG MORE THAN ____ CITIES TO PARTICIPATE IN
INTERNATIONAL AIDS CANDLELIGHT MEMORIAL

Congresswoman Bermudez, basketball star Jerry Jenkins to speak

WHO: The citizens of Anytown, hosted by the Anytown HIV/AIDS Coalition, with guest speakers Congresswoman Juanita Bermudez and basketball star Jerry Jenkins, and the Choir of First Baptist Church.

WHAT: The Anytown observance of the ____ International AIDS Candlelight Memorial, held this year in more than ____ communities in ____ countries. The program includes a candlelight procession and musical performances.

WHERE: The bandstand in Anytown Park

WHEN: ____ p.m., Sunday, May __, ____

WHY: To remember those who have died of AIDS and to support those who are living with HIV and AIDS. To provide information to the citizens of Anytown about the HIV/AIDS services and volunteer opportunities offered by local HIV/AIDS organizations. To promote the theme: "_____"

QUOTES: "The International AIDS Candlelight Memorial gives us an opportunity to rededicate ourselves to the fight against AIDS," says Congresswoman Juanita Bermudez.

"My sister has AIDS," says basketball star Jerry Jenkins. "I want her to know I stand by her all the way, and I want to help educate the community about the reality of AIDS."

"Over 100 citizens of Anytown have died of AIDS," says Maria Loyola, executive director of the Anytown HIV/AIDS Coalition. "It's important to realize that we've got to improve education and prevention in our community, as well as take care of the people who are already infected."

END