**PRESS RELEASE**

**[Gripping headline that will entice readers to read the release]**

**[YOUR CITY], DD MM, YYYY** – [Grab the reader’s attention further with the first paragraph and say concisely what is happening. Avoid using very long sentences and paragraphs. Avoid repetition and overuse of fancy language and jargon. Strive for simplicity, and no wasted words. Deal with actual facts –– events, products, services, people, targets, goals, plans, projects. Try to provide maximum use of concrete facts. Odds are whoever you sent your press release to has a dozen just like it in his/her inbox just waiting to be ignored. If you want yours to be chosen, it's got to be good.]

**About the [Event you are trying to promote]**[Key information about the event you are promoting including place, date, time, theme, fundraising goal/result, UNICEF program that funds are going to (if any specific), and any notable speakers or guests in attendance.]

**About UNICEF [Campus Club]**UNICEF [Campus Club] has been active at [Sample University] since [sample year].

For more information about UNICEF [Campus Club], visit: [.samplecampusclub.com](http://.samplecampusclub.com)

**For more information**[Name of VP Communications]

UNICEF [Campus Club]

555 555 5555 ext. 5555

555 555 5554 (mobile)  
[emailaddress@email.com](mailto:emailaddress@email.com)

**MEDIA ADVISORY**

**[Today’s Date] [Contact Name]**

**[Contact Number]**

**[Name of Event] hosted by [UNICEF Campus Club] in [Your city], on [Date of Event]**

[Introductory statement about the event – make it bold, splashy, and enticing for press]

**Who:**

**What:**

**Where:**

**When:**

**Why:**

**About UNICEF [Campus Club]**UNICEF [Campus Club] has been active at [Sample University] since [sample year].

For more information about UNICEF [Campus Club], visit: [www.samplecampusclub.com](http://www.samplecampusclub.com)

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