



## MEDIA ADVISORY

### Headline

Town, AB, Date, year - (this is where you put an introduction paragraph that explains what is going on. Eg. The Balzac 4-H Beef Club is celebrating the 100th anniversary of 4-H in Canada by hosting a dinner and silent auction event for the entire community. )

WHAT: (explain your event or activity. Also, if you have any special guests coming, like government officials, name them here. )

WHEN: (date and time. Also include times for any special parts. Eg. 7p.m. Speech from club president. )

WHERE: (include location, address and directions if applicable)

WHY: (to celebrate a century of 4-H in Canada. If your event has a fundraising component, explain where proceeds will go)

#### PHOTO/VIDEO OPPORTUNITY:

Think of anything special that media might want to take pictures of.

About 4-H in Canada  
Boilerplate

For more information, please contact:

Your name  
Title  
Phone  
Email