Media Advisory to Invite Reporters to Your Event

Media Advisory

*For immediate distribution*

Media contact: [NAME]

[PHONE NUMBER] [EMAIL ADDRESS]

[ORGANIZATION WEBSITE]

**Join Babies and Parents from Across [STATE/LOCAL COMMUNITY] as They to Urge Policymakers to *Think Babies***

*[ORGANIZATION] leads families in advocating for [POLICY PRIORITIES]*

**[CITY, STATE]** ([MONTH] [DATE], 20XX) — [ORGANIZATION] is leading parents from [GEOGRAPHIC BREADTH] of [STATE/COMMUNITY] on [DATE] to urge their policymakers to make babies’ care and development a priority in 20XX and beyond. [NUMBER] of parents will be [IN CITY/AT STATE CAPITAL] with their infants and toddlers to participate in *Strolling Thund*erTM to increase their elected representatives’ awareness about [POLICY ISSUES] and highlight why policymakers must *Think BabiesTM*. There [IS/ARE] [NUMBER] event(s) open to the media:

**WHAT:** [EVENT DESCRIPTION]

**WHO:**

* [SPEAKER 1]
* [SPEAKER 2]
* [SPEAKER 3]
* [SPEAKER 4]

**WHEN:** [TIME, TIME ZONE], [DATE]

**WHERE:** [LOCATION]

**RSVP:** [NAME] at [EMAIL]

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**About [ORGANIZATION NAME]**

*[INSERT BOILERPLATE COPY HERE].*

**About *Think Babies***

ZERO TO THREE created *Think Babies* to bring attention to what babies and their families need to thrive. *Think Babies* is a call to action for policymakers to prioritize the needs of infants, toddlers, and their families and invest in our nation’s future.

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Babies are our nation’s infrastructure. When we invest in babies and their families, we invest in our future workers, innovators, leaders, and our success as a nation. Yet opportunities to grow and flourish are not shared equally by all infants, toddlers, and families, reflecting past and present systemic racism and barriers to critical resources. Only when we ensure equal opportunity for **every** baby to reach their full potential will we be able build a strong foundation for our country.

*Learn more at thinkbabies.org or follow @ZEROTOTHREE on Twitter.*