Media Advisory Template

Media Advisory

*For immediate distribution*

Media contact: [NAME]

[PHONE NUMBER] [EMAIL ADDRESS]

[ORGANIZATION WEBSITE]

**[POLICYMAKER] to Visit [SITE AND PURPOSE]**

*[ORGANIZATION] to host [POLICYMAKER] to learn what more can be done to support [HIS/HER] youngest constituents*

**[CITY, STATE]** ([MONTH] [DATE], 20XX) — On [DATE], [POLICYMAKER] will join [ORGANIZATION] to visit [SITE AND PURPOSE]. [DETAILS ON WHAT THE ORGANIZATION DOES, WHO THE POLICYMAKER WILL MEET AND WHAT THEY WILL SEE]. The visit will enable [POLICYMAKER] to see the direct impact of policies and programs that support babies and families. [HE/SHE] will have the opportunity to learn more about the impact the critical first few years have on a child’s future success and the challenges families face. [PROGRAMS/POLICIES HIGHLIGHTED DURING VISIT] are critical for supporting young children’s development during the earliest years when our brains develop faster than at any later point in our lives. This visit is being hosted by [YOUR ORGANIZATION] as we join with the national *Think BabiesTM* campaign, created by ZERO TO THREE, which brings attention to what infants, toddlers and families need to thrive.

**WHAT:** *[SITE VISIT 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. Learn more at thinkbabies.org or follow @ZEROTOTHREE on Twitter.