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/THEIR] 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/THEY] 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] to bring 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]**

*[INSERT BOILERPLATE COPY HERE INCLUDING TWITTER HANDLE].*

**[IF CO-BRANDING WITH THINK BABIES, INCLUDE INFO BELOW]**

**About *Think Babies***

ZERO TO THREE created *Think Babies* to bring attention to what babies and their families need to thrive. It is a call to action for policymakers to prioritize the needs of infants, toddlers, and their families and invest in our nation’s future. In addition to federal advocacy, *Think Babies* works with state and community partners across the country elevate the needs of babies and families at all levels of government.

Every child deserves a strong start in life. The foundation we provide for them shapes their future and the future of our communities. 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. We must make the potential of every baby our national priority through policies that promote good health, strong families, and positive early learning experiences because when families succeed, we all succeed. Our future depends on it.

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