

PR Tool Box Media Alert

- **Key Takeaway:** Make it easy for media to find your event
- **How to Use:** Detailed event announcement to media



Subject Line (5-7 words)

Local Couple to Speak at State Conference

Alert Email Copy

Insert your logo here

FOR IMMEDIATE RELEASE

MEDIA ALERT

Very Interesting Headline (5-7 words)

What: Information about your event

Who: Information about your group, potential sponsors, etc. Include who will be available for questions or interviews following the event.

Why: Purpose of your event such as fundraising, awareness, community outreach, etc.

Who should attend: Whole community, specific demographic, kids and parents, etc.

When: Include date, year, day of the week and time, rain or shine, etc.

Where: Exact address, location within address such as gymnasium, etc. (if needed), how to get there (if needed), where to park.

Additional Contact Info: Website address, social media pages.

(### signals end of information to media)

CONTACT: Name
E XXXX@XXXX.com
P XXX-XXX-XXXX

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MEDIA ALERT

Landowner Restores 20 Acres of Rare Oak Openings

What: 2023 Ohio Parks & Recreation Association State Conference

Who: Jon & Susan Cross are award-winning eco-restoration experts who have restored their 20-acres of rare woodland, sand barren, and wet prairie property in the endangered oak openings habitat of northwest Ohio.

Why: The Cross' recipe for restoration models how private landowners can join parks and nature organizations to contribute to healthy environments, clean water, and native species repopulation.

Who should attend: Nature enthusiasts, native plant advocates, parks and recreation professionals interested in eco-restoration partnerships with private landowners

When: Monday, January 30, 2023; 2:30-3:45pm ET

Where: Rosewood Room, Kalahari Convention Center, 7000 Kalahari Drive, Sandusky, OH 44870

Additional Contact Info: OPRA conference Website

<https://opraonline.org/2022/02/14/2023-opra-conference-trade-show/>

Cross Nature Restoration Website <https://www.zenvironment.life/>

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