# Template Media Advisory

[GROUP LOGO/LETTERHEAD]

**MEDIA ADVISORY**

Media Contact:

[Contact Name]

[Agency Name]

[Phone]

[Email]

**[Agency Name] to Kick Off Park and Recreation Month at [Park/Facility Name]**

***[Add a second-line description for a special appearance by celebrity or specific highlight.]***

**WHO/WHAT: [Name of major public officials or celebrities who are participating, as well as the number of people who will be in attendance.]**

**[List and briefly describe any programs or activities that will take place. Concentrate specifically on the highlights.]**

WHEN: [Date/Time]

 [Be sure to mention individual start times for notable speakers/happenings.]

WHERE: [Location/Address]

 [Provide parking information, if relevant.]

WHY: Since 1985, America has celebrated July as Park and Recreation Month. A program of the National Recreation and Park Association (NRPA), the goal is to raise awareness of the vital impact that parks, recreation and conservation have on communities across the U.S.

This July, [Agency Name] and the National Recreation and Park Association are celebrating the power of play. Play is a vital part of our mental wellbeing, physical health and personal interactions, and local parks and recreation facilities are places where all people can play and have fun. For more information, go to [www.nrpa.org/july](http://www.nrpa.org/july) or search Twitter and Instagram using #PlayOnJuly.

EDITOR’S NOTE: [Mention any opportunities for interesting visuals and tours. Provide onsite contact information.]

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