**SAMPLE MEDIA ALERT**

**Media Contact:**  
[Contact Name]  
[Agency Name]  
[Phone]  
[Email]

[Agency Name] to Host [Senator/Representative Member Name] at [Park/Facility Name]

[Add a second-line description about why visiting/event program information]

**WHO/WHAT:**

[Name of major public officials 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:**

[Provide an overview about the important role that federal parks and recreation legislation is playing or could play in providing quality economic, health, and conservation opportunities to the local community. Consider referencing NRPA and George Mason University’s new report, “[The Economic Impact of Local Parks](http://www.nrpa.org/uploadedFiles/nrpa.org/Publications_and_Research/Research/Papers/Economic-Impact-Study-Full-Report.pdf),” which found that America’s local and regional public park agencies generated nearly $140 billion in economic activity and supported almost 1 million jobs in 2013.]

For more information, go to [agency website].

**EDITOR’S NOTE:**

[Mention any opportunities for interesting visuals and tours. Provide onsite contact information.]