**FOR IMMEDIATE RELEASE**

Month, XX, 2019

**Contact:**

Name

email@email

(XXX) XXX-XXXX

**HEADLINE (MAKE IT SHORT AND CATCHY!)**

*Sub-headline. Can go in more detail but only one sentence.*

**WHAT:**  One or two sentences to explain why this would make a great visual for the local media. Get right to the main point of your media advisory in this short paragraph.

Go into more detail about the event.

**WHEN:** Month, Day, Year

Timeframe (example, 11 a.m.– 1 p.m.)

**WHERE:** Name of school and location (for example, Field Elementary School, school cafeteria)

Street address, City, St. Zip

*If you need to include parking information, do it here.*

**WHO:** List name, title of people who will be in attendance and available for interviews.

Sally Johnson, principal, Field Elementary School

Bobby Smith, program coordinator, Blessings in a Backpack of Program Name

Becky Jones, CEO, Local Builder Company

The students and teachers of Field Elementary School

*If you have a sponsor you’d like to thank, do it here!*

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**About Blessings in a Backpack**:

Hunger has both short- and long-term negative effects on children’s health and ability to succeed in school. Blessings in a Backpack mobilizes communities, individuals, and resources to provide food on the weekends for elementary school children across America who might otherwise go hungry. Blessings in a Backpack provided 3 million hunger-free weekends for more than 83,000 kids in 45 states and Washington D.C. For more information, visit [blessingsinabackpack.org](http://www.blessingsinabackpack.org/).

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