

**MEDIA ADVISORY**

Date:

Contact:

*[Name of press contact]*

*[Contact phone number and email address]*

*[Strong, attention-grabbing headline]*

***[Organization Name] Commits/Re-Commits to Take Meaningful Steps to Prevent Underage Drinking in [City, Town, County, or Reservation]***

*[Add a subhead with more details]*

***Communities Talk to Prevent Underage Drinking Works to Improve the Future for Young Adults in [City, Town, County, or Reservation] with [Virtual] Activity on [Date] at [Time]***

**WHAT:** *[Organization/community name]*, with support from the Substance Abuse and Mental Health Services Administration (SAMHSA), will hold *[name of activity]* as part of SAMHSA’s *Communities Talk to Prevent Underage Drinking* initiative. The *[virtual]* activity will *[purpose: raise awareness about the negative impact of underage drinking, introduce new laws that prevent those under 21 from obtaining alcohol, mobilize the community to take action, etc.]*. *[Add a few details to support your event or activity.]*

**WHEN:** *[Date and time of event or activity]*

**WHERE:** *[Registration link or public location for activity]*

**WHO:** *[Speakers’ names and organizations]*

**WHY:** Last year in *[City, Town, County, or Reservation],* alcohol impacted our young adults—and our community at large—in the following ways:

* *[Insert data paints about any alcohol-related negative outcomes in your state, such as assaults, vehicle crashes, etc. Review the state data in the* [*state resources*](https://www.stopalcoholabuse.gov/townhallmeetings/stateprofiles/fullmap.aspx) *section of the* Communities Talk *website for specific information.]*

To schedule an interview with *[spokesperson(s)]*, please contact *[press contact]* at *[email or phone]*.

When communities talk, prevention is possible. For more information, visit: [http://www.stopalcoholabuse.gov/communitiestalk](https://www.stopalcoholabuse.gov/communitiestalk/). Join the online conversation using #CommunitiesTalk.

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