MEDIA ADVISORY

Date:

Contact: [Name of press contact]

[Contact phone number and email address]

[Strong, attention-grabbing headline, example below]

[Organization Name] Commits/Re-Commits to Take Meaningful Steps to Prevent [issue e.g., underage drinking, prescription drug misuse]in [City, Town, County, or Reservation]

[Add a subhead with more details, example below]

*Communities Talk to Prevent Alcohol and Other Drug Misuse.* 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 Alcohol and Other Drug Misuse* initiative. The [virtual] activity will [purpose: raise awareness about the negative impact of [issue/topic], introduce new laws ,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], [topic/issue]impacted our young adults—and our community at large—in the following ways:

· [Insert data points about any related negative outcomes in your state, such as assaults, vehicle crashes, etc. Review the state data in the state resources 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. Join the online conversation using #CommunitiesTalk.For more information about working with media, check the "promotion" box on the [**Tips and Resources**](https://www.stopalcoholabuse.gov/communitiestalk/tips-resources/default.aspx) page.