**Template Media Advisory – Tailor for your use**

Use this media advisory to alert media about an event and encourage them and the public to attend and/or cover the activity. Try to send it out about one week before the date of your event to the assignment editor or planning desk of a TV or radio news desk, or to the appropriate editor/reporter at your local newspaper. Below is a template advisory for your use below.   
Please tailor to your use. As appropriate, use your organization’s letterhead or logo at the top of the advisory. Make sure to attach the National DNA Day logo with your Media Advisory.

COMPANY NAME

[www.COMPANY.gov](http://www.company.gov)

National DNA Day

[www.genome.gov/DNADay](http://www.genome.gov/dnaday)

##### Media Advisory for National DNA Day 2016

**Sample Language: [Name of Organization/School] Celebrates National DNA Day to Encourage Genomics and Genetics Education**

#### (Use this space to highlight any activities you’ll have at your event in one sentence)

**WHAT:**  Brief description of your event. Sample language could include: [Name of Organization/School] will host a DNA Day [type of event] event to celebrate the discovery of the double helix in 1953 and the completion of the Human Genome Project in 2003. This event is just one of many events held nationwide as part of National DNA Day, a national observance promoted by the National Human Genome Research Institute (NHGRI) at the National Institutes of Health (NIH).

**WHO: Name, event hosts/participants**

**WHEN:** Month, Day, from [time] to [time]

**WHERE:**  **Place**  
 Address  
 City, State, ZIP

**WHY: [Describe the need for your event and why you are holding it. What is the local issue you are addressing?]** Sample language to could include: This celebration offers students, teachers and the public many exciting opportunities to learn about the latest advances in genomic research and explore how those advances may impact their lives. **[Add why this event is important to your organization and the people who’d attend.]**

**For more information about National DNA Day, please contact:**  
National DNA Day, [dnaday@nih.gov](mailto:dnaday@nih.gov)

**For the complete listing of events nationwide and additional resources for National DNA Day, please see:** [www.genome.gov/dnaday](http://www.genome.gov/dnaday)

**[Insert boilerplate language for your institution. See NIH example below]**

**About the National Institutes of Health (NIH)**: NIH, the nation's medical research agency, includes 27 institutes and centers and is a component of the U.S. Department of Health and Human Services. NIH is the primary federal agency conducting and supporting basic, clinical, and translational medical research, and is investigating the causes, treatments, and cures for both common and rare diseases. For more information about NIH and its programs, visit [http://www.nih.gov](http://www.nih.gov/).

**Contact:**  
**[YOUR NAME, COMPANY]**  
**[PHONE NUMBER]**  
**[EMAIL ADDRESS]**