**Media News Release Template**

This is a one or two-page announcement sent to the media on the day of the event. It contains the most important information at the top, followed by supporting details later in the release. It can include a quote from an event’s spokesperson or key figure. 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)

**FOR IMMEDIATE RELEASE**

**[RELEASE DATE]**

**Contact:**

**[Name of the person who is available to answer questions from the media]**

**[Phone number of the contact person – include office and cell numbers]**

**[Email of contact person]**

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

**[City, State], [Date]** –The [Name of Organization/School] hosted a National DNA Day event today to highlight **[describe the purpose of your event]**. Today’s event is just one of many being held nationwide as part of National DNA Day, a national observance promoted by the National Human Genome Research Institute at the National Institutes of Health.

National DNA Day raises awareness about the discovery of DNA's double helix by James Watson and Francis Crick in 1953 and the successful completion of the Human Genome Project in 2003. This annual celebration offers students, teachers and the public many exciting opportunities to learn about the latest advances in genomic research and explore how those advances might impact their lives.

At the event, **[ADD NAMES OF OFFICIALS WHO SPOKE AT EVENT] discussed [MORE SPECIFIC INFO ABOUT LOCAL EVENT, WHO ATTENDED, WHAT HAPPENED].** **[Include a quote from your spokesperson.]**

**[Replace the following paragraph with local statistics, if available. If this is your first year holding an event, use this space to give an account of attendance. ]** [Your event name] *has grown significantly each year, with the number of events more than doubling since 2011.*

For more information about National DNA Day programs, or to see the complete list of National DNA Day events, please visit [www.genome.gov/DNADay](http://www.genome.gov/DNADay). ###