

## Sample Media Advisory for *We Can!* Launch at Local Site

[Note: Advisory should never be longer than one page.]

[YOUR ORGANIZATION'S LOGO HERE]

[**WE CAN!** LOGO HERE]

FOR IMMEDIATE RELEASE [DATE]

CONTACT: [NAME], [ORGANIZATION] [PHONE], [E-MAIL]

## **MEDIA ADVISORY**

Message to Parents: 'We Can!' Prevent Childhood Obesity

## [COMMUNITY SITE] Offers New National Institutes of Health Program to Families in [REGION] to Address Growing Epidemic

WHAT: (COMMUNITY SITE) is launching Ways to Enhance Children's Activity & Nutrition! (*We Can!*), a national education program from the National Institutes of Health (NIH) to prevent obesity among youth ages 8-13. *We Can!* reaches parents and caregivers with educational materials and community programs to encourage healthy eating, increase physical activity and reduce sedentary time.

[INSERT SPECIFICS OF LOCAL LAUNCH EVENT]

WHO: [LIST ALL WHO WILL BE AT EVENT FOR PHOTOS, INTERVIEWS]

- Director of [ORGANIZATION]
- Local partners
- Local celebrities
- Government or community representatives

WHEN: [DATE] [TIME]

WHERE: [COMMUNITY SITE] [ADDRESS] [PHONE]

**BACKGROUND:** Ways to Enhance Children's Activity & Nutrition!, or **We Can!**, is a national public education program from the National Institutes of Health (NIH) to help prevent overweight and obesity among youth ages 8-13. For more information or to download a handbook for parents, visit http://wecan.nhlbi.nih.gov, or call 1-866-35-WECAN.

[INSERT LANGUAGE ABOUT YOUR ORGANIZATION AS APPROPRIATE]