

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

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[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]

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