

Updated March 2010

SAMPLE MEDIA ADVISORY

MEDIA ADVISORY
[DATE]

FOR MORE INFORMATION, CONTACT:

[NAME]
[Organization]
[phone]
[e-mail]

[ORGANIZATION] Hosts National Cancer Survivors Day[®] Event

WHO: Everyone is invited to join our community's cancer survivors and their family members, friends, oncology professionals, and volunteer workers in celebrating National Cancer Survivors Day[®]. According to the National Cancer Survivors Day Foundation, a "survivor" is anyone living with a history of cancer, from the moment of diagnosis through the remainder of life.

WHAT: The NCSD local event is part of an annual, worldwide celebration of life held in hundreds of communities throughout the United States, Canada, and other participating countries on the first Sunday in June. Participants unite in a symbolic event honoring the millions of people who are living with and beyond cancer.

WHEN: [DATE AND TIME]

WHERE: [LOCATION OF LOCAL EVENT, including address and directions]

LOCAL SPONSORS: [PARTICIPATING ORGANIZATIONS AND SPONSORS]

NATIONAL CONTACT: National Media Hotline (615) 791-3834, fax (615) 794-0179, e-mail info@ncsd.org

NATIONAL SPONSORS: Bristol-Myers Squibb, *Coping*[®] magazine – the magazine for people whose lives have been touched by cancer, and Lilly Oncology