

Updated February 2026

SAMPLE MEDIA ADVISORY

NOTE: *Three to five days before your event, place last-minute reminder calls or email a Media Advisory to all media contacts. A media advisory is a document you write to alert the media about an upcoming event. It's basically an invitation, and should be short and concise. You can use the template below to create your media advisory; simply replace the bracketed sections with local names and details specific to your event.*

MEDIA ADVISORY TEXT:

MEDIA ADVISORY
[DATE]

FOR MORE INFORMATION,
CONTACT:

[NAME]
[ORGANIZATION]
[PHONE]
[EMAIL]

[ORGANIZATION] to Recognize Cancer Survivors, Raise Awareness on National Cancer Survivors Day®

[CITY, STATE] – Cancer survivors – as well as their family members, friends, oncology professionals, volunteer workers, and community members – in [NAME OF TOWN/CITY] will join tens of thousands of people across the globe to celebrate National Cancer Survivors Day® on Sunday, June 7, 2026.

This local NCSD event is part of an annual Celebration of Life held in hundreds of communities throughout the U.S. and abroad on the first Sunday in June. NCSD is dedicated to bringing people together to recognize the millions who are living with and beyond cancer and draw attention to the ongoing challenges these cancer survivors face because of their disease.

[NAME OF ORGANIZATION] is asking you to join us as we recognize our community's cancer survivors, raise awareness of the ongoing challenges of cancer survivorship, and – most importantly – celebrate life.

WHAT: [NAME OF LOCAL EVENT]
[INSERT BRIEF, RELEVANT DETAILS OF LOCAL EVENT]

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

WHEN: [DATE AND TIME]

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

LOCAL SPONSORS: [PARTICIPATING ORGANIZATIONS AND SPONSORS]

NATIONAL CONTACT: National Cancer Survivors Day Foundation
Media Hotline: (615) 794-3006, email: info@ncsd.org

NATIONAL SUPPORTERS: *Coping with Cancer* and Ipsen

BACKGROUND: According to the National Cancer Survivors Day Foundation, administrator for the celebration, a “survivor” is anyone living with a history of cancer – from the moment of diagnosis through the remainder of life.

[INSERT LANGUAGE ABOUT YOUR ORGANIZATION AS APPROPRIATE]

Important:

- **Do not use this media advisory in its present form; replace bracketed material with the appropriate local names and details.**
- **Send your media advisory to local newspapers, radio stations, TV newsrooms, and community blogs. Specifically target reporters who cover community events, nonprofits, or human-interest stories. Be sure to include anyone you've reached out to previously.**