

## To: School Contact

Attached is a press release to send to your local newspapers and TV stations. Inviting the media is a great way to spread the word about

### 1 Call your media contacts.

About two weeks in advance, call your contact to have them add the event to their calendar. If your school does not have a media contact, you can call the health, education, or general editor.

### 2 Send the Press Release.

- **To FAX** the press release to your local media: download, print and fill in a PDF copy at: <http://foodplay.com/press/press-releases-image-downloads/>
- **To EMAIL** the press release, scan a customized copy and send to your contacts. (<http://foodplay.com/press/press-releases-image-downloads/>)

### 3 Follow up before the show.

It helps to follow up with a phone call or two to remind them to cover the show. Make sure they bring a photographer along — there are wonderful photo opportunities!