**2019 INTERNATIONAL WOMEN’S DAY**

**MEDIA ADVISORY TEMPLATE**

**Instructions:** Use this media advisory template to let members of your local media outlets (in print, broadcast, and radio) know about your International Women’s Day event. Please modify the sections below that are highlighted in yellow according to your unique UNA-USA affiliation and event. Then, email it to members of the media in your area. You’re encouraged to send the media advisory several times: The first time two weeks out from the event, the second time one week out from the event, and a final time the day before the event. You can distribute a press release on the day of the event if you’d like, too. **Each time you send the advisory, be sure to exclude media contacts from your list who have already responded**.

If you have any questions, please contact:

Sarah Hopkins, [shopkins@unfoundation.org](mailto:shopkins@unfoundation.org)

**Email:**

**Subject line options:**

* MEDIA ADVISORY: Local UN advocates to host event to celebrate International Women’s Day
* MEDIA ADVISORY: Local United Nations Association Chapter to host event celebrating International Women’s Day
* MEDIA ADVISORY: Local UN advocates to honor local leaders championing women’s rights at International Women’s Day celebration

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**MEDIA ADVISORY FOR FULL DATE**

**Contact:**

Your full name

Title/Affiliation

Phone number

Email

**The United Nations Association of [City, State / University Name]** **will Celebrate Local Leaders Championing Women’s Rights and Gender Equality during Annual International Women’s Day**

City, State—On date, the United Nations Association of **[City, State / University Name]** (Chapter Abbreviation) will honor local champions of gender equality and the rights of women and girls as part of more than 200 International Women’s Day celebrations happening across the United States.

Annually on March 8, the United Nations Association of the USA (UNA-USA) and its national network of chapters, including (Chapter Abbreviation), honor International Women’s Day to celebrate and reflect on advancements in the status of girls and women worldwide, and renew its commitment to achieving gender equality and empowering women and girls. International Women’s Day was established by the United Nations in 1975. This year, UNA-USA’s national International Women’s Day theme is “Think Equal, Build Smart, Innovate for Change” which focuses on the role of innovation and technology in creating unprecedented opportunities for women while recognizing ways in which gender advocates can advance gender equality and the empowerment of women.

The event, “Event Name,” will… [include short paragraph description about the event, including if you’re honoring an individual or company, guest speakers, the theme/topic, and any other special details].

**WHO: Event host:** The United Nations Association of [City, State / University Name]

**Honoree(s):** Full name, title, and affiliation

**Speaker(s):** Full name, title, and affiliation

**WHAT:** Event Name, a celebration of International Women’s Day 2019

\*Media are invited to attend

**WHEN:** Full date and time

**WHERE:** Name of event location

Address

\*Media are invited to attend. Please contact [full name] at [email] or [phone] to interview someone about the event. Photos from the event can be made available.

Visit website for more information about the event.

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**About UNA-USA:**

The [United Nations Association of the USA (UNA-USA)](http://unausa.org/) is a grassroots movement of Americans who support the vital work of the United Nations in U.S. communities, colleges, and Congress. For more than 70 years, UNA-USA and its national network of 20,000 members and 200 Chapters have promoted strong U.S. leadership at the UN through advocacy campaigns, youth engagement, outreach programs, and public events.