



**\*\*\* Media Alert/Photo Opportunity \*\*\***

[Company] is engaged in [Philanthropic Effort With Visibility Opportunity], [Fact With Number About Effort]

[More Context About Effort]

**What:**

Description of company's involvement in philanthropic effort. Provide details about scope and purpose, adding history if an ongoing program.

**Where/When:**

Details and location and time.

**Visuals:**

What types of photo/video opportunities there will be, what will/can be filmed.

**Interview Opportunities:**

Employees/donation partner representatives who can be interviewed onsite or before/after.

**Media Contacts:**

Point of contact within the company.

**About Company:**

Company description and links to website.