

*Updated January 2012*

## **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](mailto:info@ncsd.org)

**NATIONAL SPONSOR:** *Coping*® – the magazine for people whose lives have been touched by cancer

**Caution:**

- *Do not use in present form.*
- *Replace bracketed material with local names and data.*