

Sample Media Alert

Type on council letterhead, including a local contact person, and specific information from your council.

MEDIA ALERT For more information contact:

(Name, phone number, e-mail address)

KNIGHTS OF COLUMBUS INTERNATIONAL FREE THROW CHAMPIONSHIP

WHAT: *(community name)* youth compete in the Knights of Columbus International Free Throw Basketball Championship.

WHERE: *(name and address of location)*

WHEN: *(date and time)*

WHY: *(insert benefits of contest)*

VISUALS: Boys and girls aged 10 through 14 from throughout *(name of community)* give basketball free throws their best shot.