

**For immediate release**

**Contact:** Name

xxx-xxx-xxxx

email@ucsc.edu

**Month, xx, 20xx**

**MEDIA ADVISORY**

**One line headline, sentence case, no subhead**

**EVENT:** Short description of event that zeroes in on its newsworthiness.

**WHEN/WHERE: xx**-xx a.m./p.m. Day, Month and date, Parking Lot xx (on [campus map](http://today.uci.edu/pdf/UCI_11_map_campus_core.pdf) http://maps.ucsc.edu)

**INFORMATION:** Media planning to attend should contact Name Here at 831-459-xxxx or email@ucsc.edu. Attendance and parking are complimentary for media who RSVP in advance.

**HIGHLIGHTS:** 4 p.m.This is an example

4:30 p.m.For events that have multiple facets

5 p.m.Or a lineup of speakers. Highlights are not applicable to every media advisory. Use sparingly.

**BACKGROUND:** Here is where you give details, background, any other entities involved in the sponsorship.

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