MEDIA ADVISORY

**[County] 4-H’ers Launch Innovative Program to [brief description of issue your program is trying to solve. E.g. Bring Digital Skills to Kids] at [brief description of event e.g. At Town Hall Event.] Note: Specifying the event type in the headline may not be necessary if your media alert is for a press conference.**

**The program, called [program name], is part of 4-H Tech Changemakers, a national partnership between National 4-H Council and Microsoft to equip young people with digital skills and resources to make a positive community impact**

**WHAT:** Approximately [insert estimated number of youth participants] youth will [insert visual description of what your event will involve. The goal here is for media to get a strong sense of what they can expect to see that will work well on camera—teens teaching kids, kids working with X type of technology, kids teaching community influencers about tech, etc.

Be sure to include any additional details about speakers, displays, demonstrations, etc. that may add visual appeal.]

**WHEN:** [insert day, date, time of event]

**WHERE:** [insert location and address of event, including parking info or any security/credentialing info.]

**Contact:**  
[insert contact name  
title  
affiliation  
address  
phone  
email]

**Links: (Include only if there are relevant links to feature)**

* Link to the recent 4-H blog post featuring your community
* Webpage link to any announcements made through your LGU or your community