

(MEDIA ADVISORY SAMPLE)

Note: This is a fictional example.

*If possible, use school letterhead with logo

Media Advisory

FOR IMMEDIATE RELEASE

Sept. 19, 2012

Contact: Principal Joe Smith
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SAMPLE

Media Advisory for Sept. 26, 2012

**Fictional Academy to host scholarship open house for low-income families
Hundreds of low-income students have attended the private school**

Fictional Academy is once again reaching out to the community's low-income families by extending a helping hand in the form of an open house showcasing scholarships that can provide a choice in education to those who otherwise couldn't afford a private school.

Fictional Academy has been participating in the Step Up For Students Scholarship Program since 2004, which has not only boosted Fictional Academy enrollment, but has given local families another choice in their children's education. Because of the Florida Tax Credit Scholarship Program, administered by Step Up, 335 low-income students have attended our school on scholarship as part of the program during the past eight years. This school year, 78 students are on scholarship. Next year's goal is to increase the number of families that can send their children to our school with the Step Up scholarship.

WHAT: Fictional Academy's Eighth Annual Step Up For Students Open House and Campus Tour. Attendees are invited to School Academy Prep to learn about the Step Up For Students' Scholarship Program (the Florida Tax Credit Scholarship), which enables eligible low-income students, children who are in foster care and those children who are homeless to attend a private school.

WHO: Low-income families, families who qualify for the free or reduced school lunch program, children who are in foster care and their guardians, and children who are homeless and their parents and guardians. Principal Joe Smith and Fictional Academy graduate and former Step Up Scholar Jane Doer.

WHERE: Fictional Academy, 1212 School Road, School Town, FL 11111

WHEN: 7 p.m. – 8:30 p.m., Wednesday, Sept. 26, 2012

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