



**VOLUNTEER  
TO SERVE.org**  
L O C A L L Y I S G L O B A L L Y

### Sample Media Advisory

*Below is a sample media advisory for an organization to announce an event or project that is part of Volunteer To Serve. The purpose of a media advisory is to give the basic details (who, what, where, when, why) of an event to attract media to attend. Feel free to use or adapt this to meet your needs. To let us know what you have planned, please email a copy of your media advisory or release to [contact@volunteertoserve.org](mailto:contact@volunteertoserve.org). Thank you!*

FOR IMMEDIATE RELEASE  
DATE:

CONTACT:  
PHONE & EMAIL:

## **Councilmember Smith, Volunteers and Students To Kick Off Summer Reading Group**

### *Locals Promote Literacy as Part of the Volunteer To Serve Communities*

We're joining other successful service projects that promote community service to address local needs, Councilmember John Smith, local volunteers, and twenty elementary school children will kick off a new summer reading program at the Smithtown Public Library on **Friday, July 10th at 10 AM.**

The effort responds to the problem of declining student reading levels in the summer months: 78% of fourth graders see a drop in their reading scores over the summer, according to the Smithtown school board. A young person who reads just five books during their vacation can help prevent this decline. Volunteers in the Smithtown literacy project will hold regular reading and tutoring sessions throughout the summer.

- WHO:** Councilmember John Smith  
Smithtown volunteers  
20 elementary school children
- WHERE:** Smithtown Public Library  
10 Maple Street (between 5<sup>th</sup> and 4<sup>th</sup>)
- WHAT:** Service project to improve student literacy skills
- WHEN:** July 10, 2009, 10:00-11:00 am

The Smithtown literacy project is one of the thousands of grassroots service projects taking place across the nation this summer in response to Volunteer To Serve's call for community action. This initiative aims to both expand the impact of existing organizations by engaging new volunteers in their work and encourage volunteers to develop their own "do-it-yourself" projects.

Volunteer To Serve is a call to service challenging all to engage in sustained, meaningful community service. Volunteer To Serve's opportunities run year-round and has grown into a sustained, collaborative and focused effort to promote service as a way of life for all. Volunteer To Serve is led by Volunteer To Serve, Inc. For more information, visit [volunteertoserve.org/](http://volunteertoserve.org/).

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