

[Company Logo]



## Media Advisory/Photo Opportunity

**[Headline with catchy title in bold writing – one sentence, no more than 100 to 150 characters, brief and to the point and stating that event is in support of the Heart and Stroke Foundation]**

[Place and Date] – Lead paragraph is an invitation for the media to attend the event. It should grab attention and contain a summary of what to expect at the event. Write in the third person.

**What:** [Title of the event]

**When:** [Exact time including day/month/hour and length of event]

**Where:** [Provide detailed location and include directions if applicable]

**Who:** [Name and title of speakers, and any high-profile attendees that will attract media attention]

**Why:** [Provide greater details about why you are supporting the Heart and Stroke Foundation]

[Quote from individual/organization holding the event:]

[Quote from Heart and Stroke Foundation:]

“We are delighted that *[individual/organization name]* has chosen the Heart and Stroke Foundation as the charity of choice,” says Avril Goffredo, VP, Community Engagement, Heart and Stroke Foundation. “The funds raised from this event will help us invest in research and continue our programs in prevention and survivor support, allowing us to save lives and create more survivors.”

### About

*[Include your boiler plate if applicable. This is a description of your mission or reason why you are hosting this event. Write in italics]*

### About the Heart and Stroke Foundation

*The Heart and Stroke Foundation’s mission is to prevent disease, save lives and promote recovery. A volunteer-based health charity, we strive to tangibly improve the health of every Canadian family, every day. ‘Healthy lives free of heart disease and stroke. Together we will make it happen’. [Heartandstroke.ca](http://Heartandstroke.ca)*

### Media Contacts:

[Contact information for organization holding event]

[Contact information for Heart and Stroke Foundation]