



MEDIA ADVISORY

FOR IMMEDIATE RELEASE

MAY [XX], [YEAR]

[ORGANIZATION NAME] AND THE NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN® HOST [INSERT EVENT] TO COMMEMORATE NATIONAL MISSING CHILDREN'S DAY

WHAT First proclaimed by former President Ronald Reagan in 1983 as National Missing Children's Day, May 25th serves as an annual reminder to the nation to renew efforts to reunite missing children with their families, remember those who are still missing and make child protection a national priority.

WHO [INSERT EVENT PARTICIPANTS LIKELY TO ATTRACT MEDIA]

WHEN [DATE & TIME]

WHERE [INSERT EVENT ADDRESS]

PHOTO OPS/ INTERVIEWS Visuals Include:
[Insert information about photo op like "_____ create Child ID Kits"] [Insert who will do the child ids, such as law enforcement] will photograph children for ID Kits that will be given to their parents and guardians.

Interview Opportunities: The following [INSERT ORGANIZATION] leadership will be available to talk about the importance of this event: [INSERT NAME], [INSERT TITLE], [INSERT ORGANIZATION]

CONTACT [NAME, PHONE NUMBER AND E-MAIL ADDRESS OF PERSON MEDIA CAN CONTACT FOR MORE INFORMATION]