

Sample Media Alert

After creating a media alert for your event, send it to local reporters, editors and producers via email and hard copy.

For Immediate Release: (DATE)

Contact: (NAME OF PERSON COORDINATING PRESS INQUIRIES AND PHONE AND EMAIL INFO)

WHO: An estimated (NUMBER OF) children from underserved families; (TOTAL NUMBER OF) dentists, hygienists, assistants; corporate sponsors such as (NAME OF ANY COMPANIES WHO WILL HAVE REPRESENTATIVES AT YOUR EVENT); and other volunteers.

WHAT: Give Kids A Smile® event to provide free, desperately-needed dental services to local qualifying children from underserved families. This event is part of the American Dental Association's Give Kids A Smile Program, which is celebrating its 10th anniversary in 2012. Last year, more than 44,800 dental team members nationwide participated in Give Kids A Smile.

WHEN: (TIME FRAME OF EVENT)

WHERE: (LOCATION OF EVENT, INCLUDE SPECIFIC ADDRESS)

WHY: Nearly one in four children, aged two to 11 years old have untreated cavities in their baby teeth, according to the U.S. Centers for Disease Control and Prevention. Many children enrolled in Medicaid receive no dental services throughout the year.

Give Kids A Smile is held annually to:

- provide free dental services to local, qualifying children from underserved families
- raise awareness of the epidemic of untreated dental disease occurring here and across the country and
- raise awareness of the need to build local public and private partnerships to increase access to oral health care to solve this crisis.