

**Sample Press Advisory  
for Your Area Media**



AMVETS (American Veterans)

**ADVISORY**

**(Your Address)**

**POC (Name, Phone #)**

FOR IMMEDIATE RELEASE

AMVET Because We Care Day  
Sponsored by AMVETS Post #\_\_

**(Your city/town,) Date** - AMVETS (American Veterans) a premier veteran's service organization will be distributing personal hygiene kits to their comrades at the \_\_\_\_\_ Veterans Affairs Medical Center, on Wednesday, April \_\_, 201\_\_.

AMVETS volunteers provided over 147,000 hours of service at (99) VA Medical Centers, all across America in 2015. Based on the Independent Sector formula for calculating the value of volunteer hours, AMVETS has provided over \$3,500,000 worth of services to the government in helping to provide quality care for our nation's heroes.

Commander **(name)** of AMVETS local **Post #** said "Because We Care Day is our way of saying Thanks for their service and sacrifices made to keep our country free."

AMVETS **Post #** also conducts local community programs such as; (be specific in naming one or two programs)

A leader since 1944 in preserving the freedoms secured by America's Armed Forces, AMVETS provides, not only support for veterans and the active military in procuring their earned entitlements, but also community services that enhance the quality of life for this nation's citizens.

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[www.amvets.org](http://www.amvets.org)

- Start with the who, what, where, when and why in your first paragraph.
- Localize and personalize your release (Use quotes from your post commander to put a human face on your news.
- Include information that is relevant to your community.
- Avoid AMVETS jargon and acronyms.
- Tell why your news is relevant by using facts/statistics and tangible examples.
- Include contact information and date of release.
- Include an eye-catching "headline" that captures the "essence" of the news.
- Always close with a "boilerplate" paragraph about AMVETS and your post.
- Limit to 1 or 1 1/2 pages.

