

FACES & VOICES OF RECOVERY  
**RALLY FOR RECOVERY!**  
SAMPLE PRESS MATERIALS

**MEDIA ADVISORY**

*A media advisory is an invitation for reporters to attend an upcoming event. It should be distributed to media outlets in your community like TV, radio, newspapers and magazines. Send it to them by e-mail and/or FAX a minimum of three days (three-seven is best) before your event is scheduled. You can ask that it be posted on what's called the "Day Book," where events that are happening on a particular day are listed. Reminder: Follow-up calls will improve your chances of getting coverage! Send a notice about your event to the "Community Calendar" section of your newspaper or other news outlets.*

**SAMPLE MEDIA ADVISORY**



HUNDREDS [OR THOUSANDS] OF PEOPLE IN LONG-TERM RECOVERY FROM ADDICTION, PARENTS, FRIENDS AND ELECTED OFFICIALS IN [CITY/TOWN] WILL COME TOGETHER AT RALLY FOR RECOVERY! **(OR NAME OF LOCAL EVENT)** TO DEMONSTRATE THE REALITY OF RECOVERY AND CALL FOR CONGRESSIONAL ACTION ON THE PAUL WELLSTONE MENTAL HEALTH AND ADDICTION EQUITY ACT

WHAT: [name of your organization and other sponsors] is hosting a Rally for Recovery! [or name of the event that you are holding, such as Recovery Walk, Picnic or other event name] to demonstrate that millions of Americans are in long-term recovery from addiction and are leading normal, productive lives that benefit their families and communities. The event is one of over 50 events that are being nationwide as part of the national Rally for Recovery! ([www.facesandvoicesofrecovery.org](http://www.facesandvoicesofrecovery.org)) as part of National Alcohol and Drug Addiction Recovery Month.

Community advocates, parents, political leaders and concerned individuals will speak about long-term recovery and call for Congressional action on policies like the Paul Wellstone Mental Health and Addiction Equity Act of 2007 that are needed to encourage and improve opportunities for long-term recovery from addiction.

Confirmed speakers include:  
NAME, TITLE, organization  
NAME, TITLE, organization  
NAME, TITLE, organization

Following the speakers, a walk [**details about the walk if you're holding a walk or other event**] will be held.

**WHY:** To demonstrate that millions of Americans are in long-term recovery from addiction to alcohol and other drugs and that they are organizing and speaking out publicly about what it means to their family and community. They are urging others in their community and policy makers to come together to end discriminatory insurance policies so that more of our friends and neighbors can get the help they need.

**WHO SHOULD ATTEND:** Parents, business owners, elected officials, family members of people still struggling with addiction, people in long-term recovery from addiction, teachers and law-enforcement officials.

**WHEN:** (DATE AND TIME)

**WHERE:** (ADDRESS)

**PRESS CONTACT:** To arrange pre- or post-event interviews with speakers and other spokespeople, please contact: **(Name, cell and e-mail)**

**(THE DATE OF THE ADVISORY)**

**YOUR ORGANIZATION'S NAME, ADDRESS & PHONE NUMBER if this is not printed on organizational stationery**

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**PRESS RELEASES**

*A press release is what you use to announce something that you believe will be worth covering in the news. This is the way that you engage the press in covering or reporting on your events. Often, reporters will write their stories based on the contents of the press release alone. Press releases should be distributed to media outlets in your community like TV, radio, newspapers and magazines. Try to send it to a particular reporter by e-mail and/or FAX. One important thing to remember is to follow up with a phone call.*

**SAMPLE PRESS RELEASE**

**On letterhead if you have it, if you don't, the name of your organization**



**For immediate release**

Contact: [Name of contact person and phone number]

**HUNDREDS [OR THOUSANDS] OF RESIDENTS OF [name of your town]  
PARTICIPATE IN SEPTEMBER 15 NATIONAL RALLY FOR RECOVERY!**  
Call for Congressional action on the Paul Wellstone Mental Health and  
Addiction Equity Act of 2007

**Name of your town (Date of your release): [Name of your organization, brief description]** announced today that residents in [your town] came together to speak out about the reality of recovery from addiction to alcohol and other drugs and the need to change policies to make it possible for more people to get the help they need to recover from addiction.

[x number of people] attended the **[name of your event]**, one of over 50 nationwide events that are part of Rally for Recovery! Tens of thousands of Americans attended walks, rallies and other activities to demonstrate that millions of Americans are in long-term recovery and leading normal, productive lives and call for Congressional action on the Paul Wellstone Mental Health and Addiction Equity Act of 2007.

“Rally for Recovery! gives us a chance to support the millions of Americans who know what life means when addiction ends, namely long-term recovery,” said **[x]**, who has not used alcohol or drugs for **[x]** years. [x] is a member of **[name of your organization]** and kicked off the rally, “I’m speaking out today because I want my friends, neighbors and co-workers to understand that those who are caught by addiction and their families can and do get better just like I did.”

Among the people speaking at the Rally was Mayor **[or other elected official]** who called for Congressional action on the Paul Wellstone Mental Health and Addiction Equity Act this year. “Insurance discrimination denies people with addiction from getting the same protection and help as people with other health issues,” said **[xxxxx]**. “We need to remove the barriers that are keeping our friends and neighbors from getting the help they need, like the people here today were able to.”

Today’s Rally for Recovery! was one of over 50 events being held across the country during National Alcohol and Drug Addiction Recovery Month. Further information about nationwide activities is available at [www.facesandvoicesofrecovery.org](http://www.facesandvoicesofrecovery.org).