



## SAMPLE BLUE STAR MUSEUMS EVENT MEDIA ADVISORY

*Planning a Blue Star Museum event? Add your information to this template media advisory, and send it to local media. The advisory gives basic who/what/when/where information to get media outlets to attend your event. Send the advisory 4–5 days before the event, and then resend it on the morning of the event. Make follow-up calls to editors and TV assignment desks to remind them that your story is worth covering. Give press kits to media who attend the event, and email a press release to the targeted media who did not attend.*

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Contact: [NAME, TITLE]

[ORGANIZATION NAME/ LOGO]

[ADDRESS] [PHONE | EMAIL]

[WEB ADDRESS | FACEBOOK | TWITTER | YOUTUBE EMBEDDED HYPERLINKS]

MEDIA ADVISORY

For Immediate Release

[DATE]

### **[YOUR ORGANIZATION] TO PRESENT [INSERT NAME OF EVENT] AS PART OF BLUE STAR MUSEUMS**

[CITY, STATE—DATE]—[YOUR ORGANIZATION] will present [YOUR EVENT] as part of Blue Star Museums, a program offering free admission to active duty military personnel and their families this summer from Armed Forces Day, May 15, 2021, through Labor Day, September 6, 2021.

[YOUR EVENT] will feature [insert brief description of your event including key participants and specific event activities].

WHO: [INSERT LIST OF SPEAKERS/PERFORMERS/ETC.]

WHEN: [INSERT DATE AND TIME]

WHERE: [INSERT LOCATION INCLUDING ANY FLOOR OR ROOM NAME/NUMBER]

OTHER: [Who is the RSVP contact for media? Is it a ticketed event?, etc.]

For more information on this event, please contact [CONTACT PERSON]. For a full calendar of Blue Star Museums events at [YOUR ORGANIZATION], visit [CALENDAR LOCATION].

### **About Blue Star Museums**

Blue Star Museums is a collaboration among the National Endowment for the Arts, Blue Star Families, the Department of Defense, and participating museums across America. For a list of participating museums, visit [arts.gov/bluestarmuseums](https://arts.gov/bluestarmuseums).

The free admission program is available for those currently serving in the United States Military—Army, Navy, Air Force, Marine Corps, Coast Guard as well as members of the Reserves, National Guard, U.S. Public Health Commissioned Corps, NOAA Commissioned Corps, and up to five family members.



Qualified members must show a [Geneva Convention common access card](#) (CAC), [DD Form 1173 ID card \(dependent ID\)](#), or a [DD Form 1173-1 ID](#) card for entrance into a participating Blue Star Museum.

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