**Alley Cat Allies**

**Global Cat Day**

**Sample Media Advisory**

**For emailed media advisories:** Copy and paste the entire advisory into the body of your email, adding a short pitch note at the top to introduce the event.

**For faxed media advisories**: Print on organization letterhead or place organization logo on the press release.

**Issue this media advisory two weeks before the event, and again one or two days before the event as a reminder.**

**MEDIA ADVISORY**

[YOUR ORGANIZATION’S NAME]

Contact: [NAME, EMAIL, PHONE]

**[YOUR ORGANIZATION’S NAME] to Host Global Cat Day Event Oct. 16**

[CITY, STATE]— [YOUR ORGANIZATION’S NAME] will host a free [NAME OF EVENT] on Oct. 16. This event is being held in honor of Global Cat Day, which is a day to stand up for policies that protect all cats in all communities across the country and around the world.

WHO: [YOUR ORGANIZATION/INDIVIDUALS HOSTING EVENT]

WHAT: [EVENT NAME]

WHEN: [DATE AND TIME]

WHERE: [ADDRESS, ROOM NUMBER, CITY]

CONTACT: [NAME, PHONE, EMAIL, WEBSITE]

On Oct. 16, hundreds of thousands of groups and people will come together at events worldwide to advocate for community cats, also called feral cats, and raise awareness about Trap-Neuter-Return (TNR), the only humane and effective approach to community cats. Alley Cat Allies, the leading advocate for all cats and the foremost authority on TNR, first established Oct. 16 as National Feral Cat Day in 2001. After years of growing popularity, it evolved into Global Cat Day on Oct. 16, 2017.

For more information about Global Cat Day, see [www.GlobalCatDay.org](http://www.GlobalCatDay.org).

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[SHORT “BOILERPLATE” INFORMATION ABOUT YOUR ORGANIZATION. EXAMPLE: Kool Kitties is a nonprofit organization based in Smithtown, RI, that supports and promotes Trap-Neuter-Return as the best course of action for community cats. For more information, visit www.koolkitties.com.]