

## **[Name of public awareness campaign]**

### **Media Alert**

- What:** Kick-off event for the [name of public awareness campaign]
- Where:** [location]
- When:** [day, date and time]
- Who:** [include list of speakers and the times they are speaking]
- Notes:** [include information about any other special events that are happening at the launch.]

### **Bookmarks and Draw Prizes**

Bookmarks will be available. People who complete and submit bookmarks will be eligible for the following prizes:  
[List prizes available]

### **Why:**

The purpose of this public awareness campaign is to make people aware of our community's pressing literacy needs and their proven solutions. Literacy skills give people more power over their lives. They help people find information, set goals, work with others, solve problems, and make decisions.

The public awareness campaign will encourage people to:

- Tell people the true extent of literacy difficulties in our community
- Tell people about the programs available to help
- Encourage people to think about literacy needs and solutions for themselves or others they care about.

For more information: [add your own contact information]