

## Media Alert Template

This media alert can be used as a simple way to reach reporters, editors and producers when an event is happening in your area. This is not intended to replace the news release; rather, it should be used along with the news release to provide brief but necessary details about one specific event.



### MEDIA ALERT

Contact: **INSERT NAME OF SPOKESPERSON**  
**INSERT PHONE NUMBER**  
**INSERT EMAIL ADDRESS**

### **'Tommy Moose' Visits Local Fire Department**

*Men and women of the Moose give children a sense of comfort*

**Who:** **WHO WILL BE AT THE EVENT? HIGHLIGHT GROUPS AND ORGANIZATIONS, ALONG WITH ANY RECOGNIZABLE PEOPLE (i.e., MAYOR, FIRE CHIEF, ETC.)**

**What:** **WHAT IS THE EVENT (PRESENTATION OF TOMMY MOOSE, ETC.)**

**When:** **DATE AND TIME WHERE EVENT IS TAKING PLACE**

**Where:** **SPECIFIC LOCATION OF EVENT; INCLUDE PARKING INFO. AS NECESSARY**

#### **Background:**

Tommy Moose is one of the most successful and effective of the many community service initiatives sponsored by the Moose organization, which has presented over 120,000 Tommy Moose plush dolls toward the comfort of children in crisis. The men and women of the Moose conduct community service programs valued between \$75 million and \$100 million annually throughout North America.

Moose International is an international membership organization of roughly 1.2 million men and women dedicated to caring for young and old, bringing communities closer together and celebrating life. The Moose organization maintains more than 1,600 Moose Centers across the U.S., Canada, Great Britain and Bermuda, providing members with family-oriented social, dining and sports activities. The Moose organization's main endeavors include Mooseheart Child City & School, a residential community and school for children whose families are unable to care for them; and Moosehaven, a Florida retirement community for senior members in need. Children at Mooseheart, located outside of Chicago, receive the nurturing home, spiritual development and solid education they need to reach their full potential through a variety of innovative, nationally recognized educational and family-living programs.

###