

# MLK Template Media Advisory

[ORGANIZATION LOGO]

## FOR IMMEDIATE RELEASE

January XX, 2017

### CONTACT:

[YOUR NAME] [PHONE, EMAIL]

### **MEDIA ADVISORY: [NAME OF ORGANIZATION] Mobilizes Area Residents to Serve on King Holiday**

*Volunteers [DESCRIBE LOCAL PROJECT] as part of National Day of Service*

[CITY, STATE]— [HUNDREDS, THOUSANDS] of [CITY] residents will step up to serve as volunteers on the annual Martin Luther King Jr. Holiday. Volunteers will [INSERT SHORT DESCRIPTION OF PROJECT], joining hundreds of thousands of Americans across the country in volunteer service.

[ORGANIZATION] has planned a day of service that will leverage the strength of local citizens to help tackle local problems and advance Dr. King's dream of opportunity for all. [DESCRIBE SERVICE EVENTS].

The annual event honors Dr. King's legacy and is an opportunity for Americans to renew their own personal vows of citizenship through service to others and engage in conversations to advance community goals.

**WHO:** [LOCAL ELECTED OFFICIALS, NATIONAL SERVICE PARTICIPANTS, COMMUNITY VOLUNTEERS, etc.]  
**WHAT:** [NAME OF EVENT/ACTIVITY]  
**WHERE:** [ADDRESS WHERE EVENT WILL TAKE PLACE]  
**WHEN:** [DATE, START & END TIME FOR EVENT]

The Corporation for National and Community Service is a federal agency that leads the annual MLK Day of Service, working with the King Center in Atlanta and thousands of nonprofit groups, faith-based organizations, schools, and businesses nationwide. For further information about the MLK Day of Service and what's taking place across the country, visit <http://www.nationalservice.gov/mlkday>.

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[ORGANIZATION BOILERPLATE]

The MLK Day of Service is led by the Corporation for National and Community Service, a federal agency that engages more than five million Americans in service through its AmeriCorps, Senior Corps, Social Innovation Fund, and Volunteer Generation Fund programs, and leads the President's national call to service initiative, United We Serve. For more information, visit [NationalService.gov](http://NationalService.gov).