

## Sample Advance Request for Coverage

**TO: Public Affairs Director/News Director** (*Station call letters*)

**FOR MORE INFORMATION CONTACT**

*(Contact Name)*

*(Organization Name - CCA or local org.)*

*(Contact Phone Number)*

*(Contact e-mail)*

*(Name/BRIEF description of event - 1 line) on (Date) (All in Capital letters)*

**March is National Colorectal Cancer Awareness Month. Few Americans know how preventable colorectal cancer really is. That is why the Colon Cancer Alliance** *(or your local organization)*, along with 50 other national organizations, **is committed to National Colorectal Cancer Awareness Month, CCA** *(or your local organization)* **will be promoting colorectal cancer awareness at an event** *(or name the event)* **to be held on** *(DATE)* **in** *(LOCALITY, CITY or STATE)*. *(Briefly describe your event and provide details, including names of speakers, if they are available.)* **For more information on this event, please contact** *(name, organization, phone number, e-mail address)*.

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