



LOCAL MEDIA

If you are throwing an event at your Club for #UnplugToConnect, make sure to invite local media! Below you will find templates for a pitch email and a media advisory.

Reach out to media via email **1 week** before your event, with your media advisory attached, and follow-up shortly after with a phone call ...

Media pitch email: template

[subject line: Join us on June 7 and Unplug to Connect]

Hello <insert reporter name>,

Did you know that 61% of people can't ignore their smartphones?

We have been flooded with research that tells us a simple fact: The internet and smartphones are changing the way that children and youth connect with the world around them. Anxiety is on the rise, as kids and teens feel the need to be "plugged in" at all times. Technological devices are designed to connect us with others, but they are causing us to feel isolated and alone.

On June 7, 2019 we are inviting the community to join <insert Club name> and Unplug to Connect.

Unplug to Connect encourages all Canadians to spend more time with friends, family, and co-workers, and less time in front of their screens. For one hour, we are asking people to unplug from their devices and spend time connecting with the people around them.

I have attached a media advisory, and added the pertinent details below. You can also learn more at <http://www.unplugtoconnect.ca/>.

I hope you'll join us!

Sincerely,

<insert name>

<insert date / time / address / event details from media advisory>



Media advisory: template

Cut and paste into a new Word doc and add Club information.

MEDIA ADVISORY

Real People, Real Connections.

Young people from **<insert Club name>** will Unplug to Connect on June 7

- Date:** Friday, June 7, 2019
- Event:** **<brief description of event>**
- Place:** **<Club address>**
- Time:** **<event timeline>**
- Special guests:** **<executives, prominent community members, etc.>**

Additional Information

Boys and Girls Clubs believe that building relationships is an important life skill, and we strive to create a sense of community for all children and youth. At Clubs across the country, kids spend time way from smartphones and computers every single day—playing together, learning together, and being mentored by caring adults.

On June 7, Unplug to Connect events are happening at Clubs across the country. **<insert more details about event, if necessary>**. Visit our website at <http://unplugtoconnect.ca> and follow #UnplugToConnect.

We look forward to seeing you at our event. For more information, please contact:

- <insert contact name>**
- <insert position>**
- <insert Club name>**
- <insert email>**
- <insert phone number>**