

## Sample Media Advisory

### TIPS

- Media advisories can be used to announce press conferences, fundraisers, rallies or any other event where you might like to garner media attention.
- They can be used to help get media to write about/promote an event before it happens (to help drive attendance), or to interest media in coming to the event to report on it as it happens.
- Send the advisory to your local newspapers, radio, television, cable stations as well as local Web sites.
- Some newspapers print calendars of upcoming events. Likewise, many news outlets print community calendars on their Web sites. If you want to drive public attendance to your event, send a copy of your advisory to the calendar editors for those outlets.

### MEDIA ADVISORY

FOR IMMEDIATE RELEASE  
[DATE]

Contact: [NAME]  
[PHONE]

#### ***[LOCAL UMDF CHAPTER] Holds 5K to***

#### ***Get “One Step Closer to a Cure” for Mitochondrial Disease***

[CITY, STATE]— On [DAY] at [TIME], [ORGANIZATION NAME] will hold a 5K Walk/Run beginning at [LOCATION] to raise awareness of mitochondrial disease and raise funds to help support increased mitochondrial disease research. There are currently [XX] families in the [CITY/TOWN] area who have children suffering from mitochondrial disease.

Mitochondrial diseases are extremely complex and difficult to diagnose. The range of symptoms include: progressive muscle weakness; cardiac disease; liver disease; diabetes; gastrointestinal disorders; blindness and/or hearing problems; unexplained strokes and seizures; and susceptibility to infections. For affected children, these infections can be life-threatening and can cause irreversible progression of the disease.

They occur when the body's mitochondria – “the power plants in each of our cells” – fail to convert food and oxygen into the energy our bodies need to run on. When the mitochondria fail, cells produce less and less energy and eventually die out. As this process repeats itself, the body's systems can begin to fail leading to many of the symptoms above. Many children with this devastating disease will not survive past their teenage years.

Mitochondrial dysfunction has been implicated in Alzheimer's disease, Parkinson's disease, diabetes, hypertension and the aging process itself. Even autoimmune disease such as multiple sclerosis and lupus appear to have a mitochondrial basis. . Experts believe that additional research into mitochondrial disease and mitochondrial dysfunction

could open up a world of medical knowledge, ultimately helping to uncover better diagnostics and treatments not only for mitochondrial disease, but for a range of diseases.

The United Mitochondrial Disease Foundation is the largest nongovernmental funder of mitochondrial disease research, awarding more than \$6 million in grants in the last decade that will lead to a less invasive diagnosis, better treatments and eventually a cure for mitochondrial disease.

Members of the community are encouraged to join [ORGANIZATION NAME] to learn about mitochondrial disease and help raise funds for mitochondrial disease research.

WHO: [ORGANIZATION NAME], [JANE DOE, LOCAL BUSINESS] & [OTHER VIPs]

WHAT: "One Step Closer to a Cure" 5K Run/Walk

**WHEN:** [TIME] [DATE]

**WHERE:** [LOCATION]  
[ADDRESS]  
[CITY]

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