



September 20-26, 2010

www.takemeoutsideweek.ca

<Insert Date>

MEDIA ADVISORY

<HEADLINE>

WHAT: As part of Take Me Outside Week, <insert your organization name> is holding <insert the name and brief description of your event>.

Take Me Outside Week, from September 20 to 26, supports families, groups and organizations in Nova Scotia in a growing “back to nature” movement, inviting more children and youth into the great outdoors. Families, groups and organizations may register at www.takemeoutsideweek.ca.

Take Me Outside Week is organized through Recreation Nova Scotia in partnership with Sense of Wonder Environmental Education and the Sharing Nature Foundation. It is generously supported by the IWK Community Grants and Mountain Equipment Co-op.

WHO: <insert the name of your organization and any ‘big’ names, if any, coming to the event or mention special guests or event leaders/facilitators>

WHEN: <insert the day of the week, month and day of the month along with the time of the event>

WHERE: <insert the location address and ensure the directions are clear to ensure the media can find the event easily>

Contact <insert name>, <insert title> at <insert day and evening phone numbers> or at <insert email> for more information.

<insert your organization logo>

Adapted from the Nova Scotia Environmental Network Media Manual www.nsen.ca

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