**SCHOOL TEMPLATE MEDIA ADVISORY**We are excited about your upcoming Nifty Fifty event! Sending a media advisory out to local press one week in advance will help notify and invite press to cover the event, drawing attention to your school and the Festival. If you choose to do so, we recommend emailing reporters an advisory (see template below). Cut and paste the advisory into the email body and come up with a catchy subject line to capture the journalist’s attention. Target journalists from local papers who directly cover your community and schools. Follow up with a call.

When they visit your school, introduce them to the Nifty Fifty speaker. Also make sure they can get pictures of students who have photo releases. *Note: Starting in February, the Festival is also sending advisories out to local press in the DC metro area about many of the Nifty Fifty events. If sending an advisory, please send a copy to the Festival’s PR rep at* *shawn@crabtreecompany.com**.*

**TEMPLATE**Please insert details into yellow highlighted areas

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**Date:** [RELEASE DATE]

**Contact:** [PRESS CONTACT AND PHONE] or Shawn Flaherty, 703-554-3609

**Top Scientist Visits [NAME OF SCHOOL] School as part of USA Science & Engineering Festival’s Efforts to Ignite Interest in Math and Sciences**

**WHAT**

[NAME OF NIFTY FIFTY SPEAKER] will be visiting [NAME OF SCHOOL] on [EVENT DATE] as a guest lecturer, providing insights about [his/her] career and work as part of the [USA Science & Engineering Festival’s](http://www.usasciencefestival.org/) [Nifty Fifty Program](https://usasciencefestival.org/explore/school-programs/nifty-fifty/speakers/) which sends more than 200 top scientists and engineers into schools around the country in advance of the Festival to ignite students’ passion for science and engineering. Taking place April 7-8 in DC, the [Festival](http://www.usasciencefestival.org/)’s Expo, sponsored by Founding and Presenting Host [Lockheed Martin](http://www.lockheedmartin.com/us/who-we-are/community/education.html), is a free event that allows kids and adults to participate in over 3,000 hands-on activities and see live performances by science celebrities and experts. The Festival will kick off on April 5 with the [X-STEM Extreme STEM Symposium](https://usasciencefestival.org/attend/xstem-symposium/about-xstem-symposium/)—presented by PwC and NCR—a “TED-style” event for youth featuring interactive presentations and workshops by STEM visionaries.

**WHEN**

[EVENT DATE AND TIME]

**WHO**

[NAME/TITLE OF SPEAKER AND TOPIC]

**WHERE**

[SCHOOL NAME AND ADDRESS]

**WHY**

Founded by serial entrepreneur Larry Bock and Lockheed Martin executives to address the severe shortage in science and tech talent, the [USA Science & Engineering Festiva](http://www.usasciencefestival.org/)l is the Super Bowl of STEM, and was developed to increase public awareness of the importance of science and to encourage youth to pursue careers in science and engineering by celebrating science the way we celebrate Hollywood celebrities, professional athletes and pop stars. To support this effort, the Nifty Fifty are science stars carefully chosen for their differing fields, talents, divergent backgrounds and ages and include inventors, policy makers, actors, educators, researchers, explorers, video game developers, alien hunters, astronauts, doctors, and more.

**HOW**

To cover this Nifty Fifty event, please contact [SCHOOL CONTACT AND PHONE] or to find other interesting ways to cover the Festival, contact Shawn Flaherty at 703-554-3609.