



For more information on [enter organization name], please contact:
[First and Last Name]
[Position]
[Email]
[Phone]

FOR IMMEDIATE RELEASE:
[Enter Date]

MEDIA ALERT

#TH ANNUAL [INSERT WALK NAME] SLATED FOR [INSERT DAY]

[CITY, ST] - The [Name of Organization] will hold its Xth Annual [Name of Walk] on [Day], Month [# day], [year] at [location]. Registration opens at [TIME] and the walk will kick-off at [TIME].

[Name of Walk]® is a community walk to celebrate Down syndrome awareness and promote acceptance and inclusion of people with Down syndrome, with activities for all ages. Participants will enjoy a X-mile walk route through the scenic [location name], along with [list activities and entertainment for the day].

- WHAT: Xth Annual [Insert Walk Name]
- WHEN: [Date]
Registration: [Time] / Walk Kick-off [Time]
- WHERE: [Name of Park]
[Address]
- MEDIA: [Name of Media Contact]
[cell phone number]

This year, [organization] hopes to raise \$[goal] through the [name of walk]. Funds raised will be used to [explanation of how funds will impact the local Down syndrome community].

Major sponsors of the [name of walk] include: [list of sponsors].

For more information on [name of organization], please visit [website], Like us on Facebook at [/url] or Follow us on Twitter at @[handle].

(More)

About [organization]

The [organization] was founded in [year] by [individual(s)]. Our mission is to [include mission statement]. To learn more about [organization] and our work, please visit [website], call [office number], Like us on Facebook (/url) or Follow us on Twitter at @[handle].

About the National Buddy Walk® Program

The National Down Syndrome Society (NDSS) just celebrated the 20th anniversary of the National Buddy Walk® Program, which was established in 1995, to promote the value, acceptance and inclusion of people with Down syndrome locally. It has grown to be the world's largest and most recognizable Down syndrome awareness program.

About Down syndrome

Down syndrome is the most commonly occurring chromosomal condition and is caused by a full or partial extra copy of chromosome 21. People with Down syndrome are living longer, happier and healthier lives than ever before; they are attending school, working and contributing to society in many wonderful ways.

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