



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 family oriented community walk to celebrate individuals with Down syndrome in the [location] area. 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 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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