

NPLD Local Media Advisory

Once you have your event details set, tap local media to help you spread the word. Create your media advisory and send it to your media contacts two weeks before your National Public Lands Day event. Update the advisory (include any changes to locations, the number of volunteers expected, planned activities, guest speakers, etc.) and send it again on the Monday before your event, and once again with final updates on the morning of the event.

Remember: Sending the advisory is only half of the job. Emails get buried, blocked, and forgotten all the time. Call major newspapers and TV stations on the Monday before your event to remind them of the event and ask if they plan to cover it. Do your research and target reporters who have covered National Public Lands Day or similar events in the past, as well as the assignment editor. Travel writers, weekend editors, and environment writers are also good targets. Make note of any reporters who say they plan to attend so you can make an effort to connect with them on site. It’s also a good idea to follow up with them after the event and confirm they have everything they need to file their story.

On the next page, you will find a template media advisory to tailor and use to promote your NPLD event. Check out the Media Outreach Calendar (accessible in the Site Managers Toolkit) for more media planning tips.



**FOR IMMEDIATE RELEASE**

**Contact:** (Your Name) (Phone/email)

**MARK YOUR CALENDAR FOR NATIONAL PUBLIC LANDS DAY**

*Volunteers at {Insert name of site} to join volunteers nationwide for nation’s largest single-day volunteer effort for public lands.*

On September 23, 2023, tens of thousands of volunteers across the country will join in trail maintenance and planting projects, trash pick-ups, and other activities aimed at restoring and caring for our public lands to celebrate the 30th annual National Public Lands Day (NPLD). Organized each year by the National Environmental Education Foundation (NEEF), and nationally sponsored by Toyota Motor North America, National Public Lands Day is the nation’s largest single-day volunteer effort for public lands.

(Your event description, include type of audience – adults, families, and the activities you will hold, work to be accomplished, local participants including schools or special guests.)

**Who**: (Name of your organization) **What**: (Name of your event) **Where**: (Physical address of event)

**When**: Saturday, September 23, 2023, at (time of your event)

**Contact:** (Event organizer phone number, email and website address)

**About NPLD:**

In 2022, more than 57,000 NPLD volunteers contributed an estimated $6.6 million in volunteer work for America’s public lands. Events included cleaning the wall of names at the Vietnam Veterans Memorial in Washington, DC, releasing captive-bred California condors at the Vermilion Cliffs National Monument in Arizona, and restoring the habitat of the endangered New England cottontail rabbit at the Rachel Carson National Wildlife Refuge in Maine.

Facts:

* NPLD is the nation’s largest single-day volunteer effort for public lands.
* NPLD is a “Fee-Free Day”—one of only five days a year when entrance fees are waived at national parks and certain state and local parks.
* NPLD events feature volunteer, education, health, and recreation-focused activities for the whole family to enjoy.

Learn more about National Public Lands Day at NEEFUSA.org/NPLD. Everyone is encouraged to follow and participate in the conversation on social media using the hashtag **#NPLD.**

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