# Customizable Media Advisory Template

Remove this text and update the highlighted sections of the template to send this media advisory to your local news outlets about your event.

 **[Name of PTA] to Host Virtual Healthy Hydration Event**

**WHAT:**

**On [Date],** [Name of PTA] will host a live virtual event for [Name of City] families, where they will participate in activities from the comfort of their homes that make drinking more water fun and easy. The event is designed to educate families about the importance of drinking water and the important role water plays in a healthy lifestyle. The event is part of National PTA’s [Healthy Hydration program](https://www.pta.org/home/programs/Healthy-Lifestyles/HealthyHydration) and the association’s new PTA Programs at Home models.

{Name of PTA} was selected by National PTA from among PTAs nationwide to receive a $1,000 grant to conduct the event. The grant was made possible by PTA Proud National Sponsor Nestlé Waters North America, together with its national water brand Nestlé® Pure Life®. ***(****Remove this paragraph if it is not applicable to your PTA.)*

National PTA’s Healthy Hydration program is part of the association’s [Healthy Lifestyles initiative](https://www.pta.org/home/programs/Healthy-Lifestyles/Celebrate-Healthy-Lifestyles). The initiative provides PTAs with tools and resources to partner with schools to educate families and advocate for healthy changes in nutrition and physical activity. National PTA’s Healthy Hydration program is sponsored by Nestlé Waters North America, together with its national water brand Nestlé® Pure Life®.

In response to our changing world, National PTA developed at-home models for its Healthy Hydration program. The PTA Programs at Home models offer engaging, educational and fun activities for all students and their families—with or without access to technology.

**WHEN:**

[Day and time of event]

**WHERE:**

[Insert virtual link]

**WHO:**

[PTA leaders, families and students]

**CONTACT:**

[Name and contact information for PTA]

**About PTA**
[PTA®](http://www.pta.org/) comprises millions of families, students, teachers, administrators and business and community leaders devoted to the educational success of children and the promotion of family engagement in schools. PTA is a registered 501(c)(3) nonprofit association that prides itself on being a powerful voice for all children, a relevant resource for families and communities, and a strong advocate for public education. Membership in PTA is open to anyone who wants to be involved and make a difference for the education, health and welfare of children and youth. For more information, visit [PTA.org](https://www.pta.org/).

**About Nestlé Waters North America**

Nestlé Waters North America offers an unrivaled portfolio of bottled water brands for healthy hydration,***(Remove the brand references listed here that are not relevant to your state. If your state is not represented, please visit*** [***https://www.nestle-watersna.com/***](https://www.nestle-watersna.com/)***)***Ice Mountain®Brand (covers Illinois and Ohio); Poland Spring® Brand (covers Connecticut, Maine, New Jersey, New York); Zephyrhills® Brand (covers Florida); Deer Park® Brand (covers Alabama, Delaware, Kentucky, Maryland, North Carolina, South Carolina, Tennessee, Virginia, Washington); Ozarka® Brand

(covers Arkansas, Texas); Arrowhead® Brand (covers Arizona, California, Idaho, Nebraska, Nevada), [Nestlé® Splash](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.nestlesplash.com%2F&data=04%7C01%7CLaetitia.Allexant%40waters.nestle.com%7C8b16ecf810144feff46f08d8a051ef24%7C12a3af23a7694654847f958f3d479f4a%7C0%7C0%7C637435621045578188%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=6phIsgpbcAme36%2B74RElpWtzXFI1NmtHkXV8Z4uoswc%3D&reserved=0) and Pure Life®. The company also owns and operates [ReadyRefresh®](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.readyrefresh.com%2Fen%2F&data=04%7C01%7CLaetitia.Allexant%40waters.nestle.com%7C8b16ecf810144feff46f08d8a051ef24%7C12a3af23a7694654847f958f3d479f4a%7C0%7C0%7C637435621045588179%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=MvNzpJQBPkBFPjnCiNDFJghveoVc98Hg8fDuqoMA9zk%3D&reserved=0), a customizable water and beverage delivery service.

Based in Stamford, Connecticut with approximately 7,000 associates in the United States, we manage natural resources for long-term sustainability, and we conserve more than 18,000 acres of natural watershed area. We currently source water for our six regional spring water brands from 38 active springs throughout the United States. We are also committed to creating shared value and being a good neighbor in the more than 120 communities where we operate in the U.S. For more information, visit us at [https://www.nestle-watersna.com/en](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.nestle-watersna.com%2Fen&data=04%7C01%7CLaetitia.Allexant%40waters.nestle.com%7C8b16ecf810144feff46f08d8a051ef24%7C12a3af23a7694654847f958f3d479f4a%7C0%7C0%7C637435621045618169%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=j6ZQqw%2Fuxz61JfKVseAQ0pngfy%2BK%2B%2B35f8URZ2YB1%2B8%3D&reserved=0) follow us on Twitter, Instagram and Facebook: @NestleWatersNA.