



4-H TECH CHANGEMAKERS



#TechChangemakers

MEDIA ADVISORY

[County] 4-H'ers Launch Innovative Program to [brief description of issue your program is trying to solve. E.g. Bring Digital Skills to Kids] at [brief description of event e.g. At Town Hall Event.] Note: Specifying the event type in the headline may not be necessary if your media alert is for a press conference.

The program, called **[program name]**, is part of 4-H Tech Changemakers, a national partnership between National 4-H Council and Microsoft to equip young people with digital skills and resources to make a positive community impact

WHAT: Approximately **[insert estimated number of youth participants]** youth will **[insert visual description of what your event will involve. The goal here is for media to get a strong sense of what they can expect to see that will work well on camera—teens teaching kids, kids working with X type of technology, kids teaching community influencers about tech, etc.**

Be sure to include any additional details about speakers, displays, demonstrations, etc. that may add visual appeal.]

WHEN: **[insert day, date, time of event]**

WHERE: **[insert location and address of event, including parking info or any security/credentialing info.]**

Contact:

**[insert contact name
title
affiliation
address
phone
email]**

Links: **(Include only if there are relevant links to feature)**

- [Link to the recent 4-H blog post featuring your community](#)
- Webpage link to any announcements made through your LGU or your community