**Facility-Hosted Vaccine Clinic Toolkit - Media Alert Template**

**Below you’ll find content to help you frame a media alert about your upcoming vaccine clinic. The media alert can be an effective tool to promote key information related to your vaccine clinic to local media outlets.**

**We suggest that you transfer the content shown below to your company letterhead and fill in the information, as indicated, to customize the media alert for your organization’s event.**

**Please distribute this media alert at least one week prior to the distribution of the press release and in advance of first date of your vaccine clinic.**

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**MEDIA ALERT**

Headline: **[Name of Nursing Home and Partner Organizations]** Hosts Community Vaccine Clinic on **[date]** for Residents of **[xxx town(s)]**

What: **[Name of Nursing Home]** is partnering with local organizations and **[name of clinic provider]** to offer free [**type of vaccines being provided]** vaccinations to friends and family members of our residents and staff and to individuals who reside in our community.

When: **[Dates, times]**

Who: **[Information on your Nursing Home and Partner Organizations]**

Why: Vaccination is one of the most convenient and safest preventive care measures to keep our community healthy and protected against serious and preventable diseases, like COVID-19 and the flu.

Where: **[Clinic location]**

Who should attend: Friends, family members of residents and staff at **[your Nursing Home]** andanyone within the community who is not up to date with recommended vaccines. Individuals should be at least 18 years of age.

Media contact: **[Name and title of a member of your staff who will be on site to communicate with media]**, Contactinformation: **[phone number]**, **[email address]**

**[Please provide your organization’s social media platforms** **and website URL]**

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