**Day of Science Press Release and Media Pitch Email — How to Use**

Below you will find a Press Release and Media Pitch Email to spread the word about this exciting event through local media channels.

* Update all materials with the specifics about your particular event and provide appropriate contact information. Proof read carefully.
* Use the copy in the pitch email to write a “cover email” to the reporter or editor. Attach the press release to your email.
* If you or someone you know has a personal connected with a specific member of the media, leverage that to get coverage.
  + If there’s no personal connection, think about reporters who generally cover community or “feel good” events, or do a quick search of your news outlet Web site to find a reporter who would be a good fit for this story.
  + If a particular reporter doesn’t stand out, search the Web site for contact information for the news director or managing editor.
* The materials will work for print, radio or television. Edit the documents appropriately for each outlet.
  + Print publications have a longer lead time – contact newspaper outlets several weeks in advance of your event, and community magazines up to three months in advance.
  + Josh is available to conduct phone interviews with print or radio outlets prior to coming in for the event. Depending on travel arrangements, at times Josh can make a TV morning or noon show appearance the day before or day of your event.
  + Hands-on science makes for GREAT television. Morning and noon news segments would be excited to feature this event.

**PRESS RELEASE**

Contact: (INSERT NAME)

(INSERT PHONE NUMBER)

(INSERT EMAIL ADDRESS)

**(NAME OF SCHOOL) PROMOSTES STEM LEARNING WITH ‘DAY OF SCIENCE’**

(INSERT CITY, STATE) (INSERT DATE OF RELEASE) — Students at (INSERT NAME OF SCHOOL) will spend the day building their knowledge of science concepts through hands-on, interactive learning during the upcoming Day of Science.

The Day of Science is a traveling, one-day science learning module combining elements of team work, discovery and open-ended exploration. Students rotate between five stations where they are introduced to a new science concept, then work in teams to design and launch the best rocket, build and test the strongest bridge designs, construct a working catapult and more.

(INSERT A QUOTE FROM SCHOOL ADMINISTRATOR ABOUT WHY THIS PROGRAM IS BEING HOSTED.)

The Day of Science is based out of Des Moines, Iowa, but founder and former chemistry teacher Josh Denhart conducts the program with thousands of students annually across the country.

Following a day of learning, families are invited back that evening to attend The Amazing Chemistry Show — an educationally entertaining stage show full of explosions, colored foam, liquid nitrogen and glow-in-the-dark solutions. The Amazing Chemistry Show will be held at (INSERT LOCATION) at (INSERT TIME) on (INSERT DATE).

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**Pitch Email**

*Reach out to local media with a personalized email letting them know about the Day of Science and The Amazing Chemistry Show. Use any personal connections you or anyone on your team has with local media to contact a reporter who might be willing to cover the event. If no personal connections, search media outlet Web sites for a news director, editor or reporter to contact. Revise the pitch email to include details as pertaining to your event.*

*Josh is available for phone interviews with print or radio outlets. If time permits, he can also do live, in-studio interviews with your local TV outlet.*

(NAME OF CONTACT)

Have you ever had a large ball of fire safely ignited from your hand? Or used a banana to pound a nail into a wooden plank?Or been slimed by a puking plastic pumpkin? Families attending The Amazing Chemistry Show and Family Experience will be entertained by these experiments and more.

(HOST VENUE) will be hosting The Amazing Chemistry Show and Family Experience at (TIME) on (DATE). Kids and adults will be entertained by explosions, colored foam, liquid nitrogen and glow-in-the-dark solutions.

Josh Denhart, founder of The Amazing Chemistry Show ([www.theamazingchemistryshow.com](http://www.theamazingchemistryshow.com)), is available for phone interviews to share more about the science production and his heart for reaching kids and families. If you are interested, please contact me to arrange an interview time.

Regards,

(YOUR NAME)

(PHONE AND EMAIL CONTACT)