**MEDIA ADVISORY**

***[Insert date]***

*Contact:* ***[Your media contact’s name, phone number, email address.]***

**[Name of your organization] a Key Part of**

**International Science Center & Science Museum Day**

In the largest joint project ever launched by the world’s science centers and museums, ***[Name of your organization]*** will join 300+ other institutions and hundreds of thousands of people on every inhabited continent to celebrate [International Science Center & Science Museum Day](http://www.iscsmd.org/) (ISCSMD) on Friday, November 10.

***[quote from institution’s CEO about your leadership/participation in the event, possibly mentioning these elements: your institution’s place in local efforts and the global movement; public engagement with science; your addressing global sustainability while reaching increasingly diverse audiences; and/or how civilization can use science, technology, innovation, and individual action to help solve the planet’s challenges.]***

ISCSMD activities at ***[Name of your organization]*** and [locations around the world](http://www.iscsmd.org/map/) represent a united international effort to raise awareness and encourage action towards global sustainability, focusing on the UN’s 17 [Sustainable Development Goals](https://sustainabledevelopment.un.org/sdgs) (SDGs), which seek to end poverty, fight inequalities, tackle climate change, and transform our world—while ensuring that no one is left behind.

***[Name of your organization]*** will be offering the following activities to support these corresponding SDGs:

• ***[Activity, ex. “Science Show”] Goal [#], [Goal name, ex. ‘Climate Change’]***

• ***[Activity goes here] Goal [#], [Goal name goes here]***

• ***[Activity goes here] Goal [#], [Goal name goes here]***

Visitors in ***[Name of your city/region/country]*** will join hundreds of thousands of people around the world visiting other institutions during the global event, who will be engaging in their own actions, including including ***[pick some of your peer institutions to highlight from the participant map]***; and many, many more.

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*Image:* ***[describe image of related activity/exhibition/program at your organization]***