Please use this template as a starting point. Change anything that is highlighted in yellow to make the media alert more personalized and geared towards you/your RE/MAX office.

**Don’t forget to delete these instructions when you’ve finished editing the document!** Feel free to reach out to your regional PR contact with any questions or concerns.

**Iconic RE/MAX Hot Air Balloon to Visit (Name of School or Event)**

*Students Set to Discover the History and Science of Flight with Guest Pilot*

**WHAT:** The RE/MAX Hot Air Balloon, which stands seven stories tall, will be visiting (Name of

School) where students in grades (number) through (number) will learn the history and

science of flight firsthand.

(Include an interesting fact and local tie-in about event. For example, North Carolina is home to the first made RE/MAX branded balloon that set the stage for the logo at the Albuquerque International Balloon Fiesta in 1978).

This is the (First, second, etc.) time that the RE/MAX Hot Air Balloon will make an appearance at (Name of school).

**WHEN:** (Date. For example, Saturday, Oct. 18-20, 20XX)

(Time. For example, 8:30 a.m. - 5 p.m., wind and weather permitting)

**WHERE:** (Name of school)

(Mailing Address)

(City, State and Zip code)

**WHO:** (Pilot’s first, last name), (Title)

**MEDIA:** Representatives of the media are invited to attend this event. (If able to offer flights to media, include a note that they are invited to do so, here.)

**VISUALS:** Visuals include: RE/MAX Hot Air Balloon setup, inflation, tethered flight (wind and weather permitting) and break down. Tethered rides will be available for a donation. Interviews with the balloon pilot will also be available.

**CONTACT:** For more information about the event or to schedule an interview, please contact:

(Pilots first, last name), (Title)

RE/MAX (Office)

(Phone number)

(Email)