[**Local Event Listing Template**](http://assets.filemobile.com/1271/eventtools2014/2014%20-%20Event%20Listing%20Template%20.pdf)

[Pitch for event listings – instruction to event organizers: fill out yellow sections and e-mail to local news contacts approximately three to four weeks before your event.]

[Insert your organization’s logo here]

Hi XXXX (customize with media’s name),

As you prepare your upcoming calendar of local events, I thought you may be interested to include details about our local **National Health and Fitness Day** event hosted by [insert your organization’s name] at [location], in [city] on [June \_\_] from [time].

National Health and Fitness Day is an initiative to make Canada the Fittest Nation on Earth! The day, Saturday June \_\_\_\_\_\_\_, provides an opportunity for municipalities and all citizens to mark the day with local events to celebrate and promote the use of local health, recreational, sports and fitness facilities. The objective is to inspire Canadians to become fitter and more active which will result in reduced health care costs attributed to preventable diseases related to inactivity.

For more information about National Health and Fitness Day, please visit: [www.NHFDcan.ca](http://www.NHFDcan.ca)

If you have any questions about our local event, I can be reached at [insert your phone number, email].

Kind regards,

[Insert your name]