

Approved University of Maryland
School or Department Logo



Example:

A. JAMES CLARK
SCHOOL OF ENGINEERING

MEDIA ADVISORY

FOR IMMEDIATE RELEASE: Month Date, Year

CONTACT: Name, email, phone number

HEADLINE OF MEDIA ADVISORY GOES HERE

COLLEGE PARK, Md. – This section should include a short introduction and brief overview of the event.

WHAT:

This section should describe the event, including what will take place during the event and why the event is important. Also include any important background information.

WHO:

This section should detail who is hosting the event and who is involved, including any noteworthy individuals.

WHEN:

List the date(s) and time(s) here

WHERE:

List where the event is taking place, and be specific. Include any directions and maps, if necessary, to make it easy for media to find and attend.

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UNIVERSITY OF
MARYLAND

UNIVERSITY MARKETING AND COMMUNICATIONS

MEDIA ADVISORY

FOR IMMEDIATE RELEASE: May 2, 2013

CONTACT: Neil Tickner, ntickner@umd.edu, 301.405.4622

DALAI LAMA SPEAKS AT UMD MAY 7

COLLEGE PARK, Md. - The University of Maryland will host His Holiness, the [14th Dalai Lama](#) on Tuesday, May 7, 2013, to deliver the prestigious Sadat Lecture.

WHAT:

The Dalai Lama will join a long list of world leaders to deliver the [Sadat Lecture](#). Before an audience of 15,000, he will speak in English for about 45 minutes, answering questions submitted by the audience. The UMD [Sadat Chair for Peace and Development](#) arranged the visit.

WHO:

His Holiness, the 14th Dalai Lama calls himself “a simple Buddhist monk.” He is a Nobel Peace Prize winner and an international figure with a devoted following of millions. His [website](#) describes him as “the spiritual leader of the Tibetan people.” He actively seeks out both interfaith and scientific dialogues, writing in one of his many books, “If scientific analysis were conclusively to demonstrate certain claims in Buddhism to be false, then we must accept the findings of science and abandon those claims.”

WHEN:

Tuesday, May 7, 2013, 10–11:30 a.m.

WHERE:

Comcast Center [arena](#), campus of the University of Maryland, College Park, 20742

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