

# TEMPLATE MEDIA RELEASE

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**[LOCATION NAME] TO REFLECT, RESPECT AND CELEBRATE ON AUSTRALIA DAY <YEAR> WITH AUSTRALIA DAY AMBASSADOR <INSERT NAME> <DATE>**

The **first paragraph** should include the Australia Day Ambassador's, name, credentials and the community they will visit on Australia Day.

The **second paragraph** may be a quote from the local Mayor or Councillor expressing their delight about hosting a high achieving guest.

The **third paragraph** should detail how the Ambassador will be involved/what they will do at the community event.

The **fourth paragraph** may detail information about the Australia Day Ambassador program. "The Australia Day Ambassador Program is one of the longest running and most successful national Australia Day programs sending high achieving Australians to over 300 community celebrations nationwide every Australia Day. Ambassadors are past recipients of the Australian of the Year Awards, sportspeople, scientists, businesspeople, actors and community workers who contributed greatly to the community."

The **fifth paragraph** may include some of our key messages, such as "Australia Day is about the ever-evolving story of our nation – our history, our lives and most of all our people. We come together to celebrate our diversity, respect what makes us unique and reflect on the Australia we aspire to be."

The **sixth paragraph** should encourage residents to reflect, respect and celebrate as they're all part of the story of Australia and include details of your Australia Day event.

For more information, contact: **<insert contact name and number>**

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## Accessibility

You may wish to include details around accessibility at your Australia Day event.

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