

PRESS RELEASE TEMPLATE

*ASO Logo or Letter Head
Cable Positive Logo & Cable Sponsor/Partners Logo*

FOR IMMEDIATE RELEASE

Date

Contact Name

Phone

Email

**ASO RECEIVES GRANT FROM LOCAL CABLE INDUSTRY ACTION GROUP
Funding To Produce Local Public Service Announcement
For Name of Event/PSA/Program**

CITY STATE, Month, Year, Date, ASO was awarded a grant in the amount of \$ from Cable Positive's Tony Cox Community Fund.

WHAT IS HAPPENING, WHERE AND WHEN:

We are pleased to announce our partnership with ***CABLE/PARTNER***, who will donate air time to our PSA so it can be viewed by all of the local community. Production on the PSA will begin ***Insert partnership/PSA information (you may also choose to talk about concept/other educational tools you are using the grant money for).***

WHY THIS EFFORT IS SIGNFICATE AND NEWSWORTHY:

QUOTE FROM A COMPANY LEADER (EITHER CABLE SPONSOR OR ASO):

MORE DETAILS IF NECESSARY:

DESCRIPTION OF ORGANIZAITONS INVOVLED:

About ASO

About Cable Positive

Cable Positive, the cable and telecommunication industry's AIDS action organization, uses funds for the TCCF to encourage community-based AIDS Service Organizations (ASO's) and cable outlets to partner in joint community outreach efforts, or to produce and distribute new, locally focused HIV/AIDS-related programs and public service announcements (PSAs). Established in 1996, the Tony Cox Community Fund, formerly known as the Tony Cox Fund for Local HIV/AIDS Programming, is named in honor of Winston "Tony" Cox, a founding Honorary Chair of Cable Positive and a major cable industry leader. As Chairman and CEO of Showtime Networks Inc. and throughout his career, Mr. Cox was a major advocate of original cable television programming and AIDS education. Since the program's inception, more than \$1.5 million has been awarded to more than 230 AIDS Service Organizations in 38 states.

About Cable Sponsor/Partner

Note: (Try and limit to one page)