**Public Service Announcement**

**Adulting 101**

FOR IMMEDIATE RELEASE

Contact: (Your Name Here)

(Your Phone number - Email address)

CALLING ALL YOUNG ADULTS. ADULTING IS HARD. MONEY SMART WEEK IS HERE TO HELP.

COME TO (LOCATION) ON (DAY, DATE) TO SEE HOW GOOD YOU ARE AT ADULTING. PLAY A GAME AND LEARN ABOUT OTHER FREE FINANCIAL RESOURCES AVAILABLE TO YOU.

FOR MORE INFORMATION GO TO MONEY SMART WEEK DOT ORG OR CALL (YOUR NUMBER HERE). THAT’S (YOUR PHONE NUMBER REPEATED).

MONEY SMART WEEK IS A NATIONAL PUBLIC AWARENESS CAMPAIGN FOR FINANCIAL EDUCATION. FOR MORE INFORMATION, GO TO MONEY SMART WEEK DOT ORG.

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**TIPS: How to Get Your PSA on Air**

* This 30-second PSA is designed to be read on air by the DJ. You are letting the radio station know about a **FREE** event to benefit the community.
* Typically non-profits receive free PSAs when there is a gap to fill on air.
* After you send to the station be sure to follow up with a phone call. Don’t let it get buried.
* Target your efforts at stations whose audiences are most likely to be interested in your event.