**Public Service Announcement**

**Money Smart Blue Jeans Swap**

FOR IMMEDIATE RELEASE

Contact: (Your Name Here)

(Your Phone number - Email address)

HOW CAN YOU STRETCH YOUR BUDGET AND SCORE A GREAT PAIR OF BLUE JEANS? COME TO THE MONEY SMART BLUE JEANS SWAP AT (LOCATION) ON (DAY, DATE).

BRING IN A PAIR OF UNWANTED JEANS PRIOR TO THE SWAP AND GET A VOUCHER FOR A NEW PAIR.

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 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.