



**MEDIA CONTACT:** [Insert first and last name, phone number, and email address of person who will be available to host the media during the event]

**MEDIA ADVISORY:** [DATE OF YOUR EVENT]

**Inspiring Local Blind and Visually Impaired Youth Participate In [Regional Name] Regional Braille Challenge, a Braille Literacy Competition**

*Area youth vying for the opportunity to compete at national finals in Los Angeles*

**WHAT IS BRAILLE CHALLENGE?**

- Contestants compete in five categories: reading comprehension, spelling, charts & graphs, proofreading, and speed & accuracy. Practicing for each category enables them to refine their braille skills.
- Any grade school student who is blind or visually impaired and can read and write braille is eligible to participate in the first stage of the contest at one of the 53 Braille Challenge regionals across the United States and Canada, giving even beginner braille readers a chance to reach their personal best.
- This [Video](#) from a previous Finals provides an excellent visual overview of the event.

**WHY THE BRAILLE CHALLENGE IS IMPORTANT TO OUR COMMUNITY:**

- The Braille Challenge, now in its 20<sup>th</sup> year, is the only academic competition of its kind in North America for students who are blind or visually impaired.
- Braille Institute developed the Braille Challenge to encourage blind and visually impaired children of all ages to hone their braille skills, which are essential to academic and employment success.
- This year, the [Your Regional Name] Regional Braille Challenge will [add information about your regional competition such as details about the contestants, this year's theme (if applicable), fun activities planned for the day, information about the opening or closing ceremony, etc.]
- The top 50 students with the highest scores across North America will be invited to the annual Braille Challenge Finals competition in Los Angeles, held on the campus of the University of Southern California on June 26 & 27, 2020.
- For the 4<sup>th</sup> time in 20 years, the Braille Challenge Finals will be held on a college campus, with the intent to demystify higher education and promote career exploration for students who are blind or visually impaired and their families.

**WHEN:** [Day, Month Date]  
Best time for media to cover: [time – time] for visuals and interviews  
First Braille testing session begins at [time]

**WHERE:** [your regional location]; [street address, city, state, zip]

**BEST PLACE TO PARK:** [parking information]

**VISUALS:**

- Contestants testing their braille reading and writing skills
- [List anything that will happen at your regional event – feel free to give more details about what you may have listed in the section above such as your event’s theme, fun activities planned for the day, opening and closing ceremony, etc.]

**INTERVIEWS:**

- Braille Challenge participants’ ages [your competitors’ age range] from [city/area]
- Braille Challenge contestants’ families
- Teachers of the Visually Impaired
- [Your name], [Your Regional] Regional Coordinator, [Any additional information about yourself that is relevant to Braille Challenge]