

## Sample Media Alert

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**CALIFORNIA ATHLETIC TRAINERS KICK OFF NATIONAL ATHLETIC TRAINING MONTH  
BY OFFERING FREE HEALTH SCREENINGS TO GOVERNMENT OFFICIALS ON MARCH 3**

***State Representatives and Employees Will be Offered Evaluations for Blood Pressure,  
Body Composition, Strength, Flexibility and More in Capitol Building***

**WHO:** Athletic trainers from Sacramento, San Diego, Los Angeles, Fresno, San Francisco and other California communities

**WHAT:** Will visit the state Capitol to offer elected officials and state employees free health screenings to celebrate the launch of the 18th annual National Athletic Training Month. This year's theme is "Compassionate Care for All." Athletic trainers will provide a variety of evaluations, including blood pressure, body composition and obesity checks, strength, flexibility and more, in the main lobby of the Capitol.

**WHEN:** Friday, March 2 – 11:30 a.m. to 2 p.m.

**WHERE:** Capitol Building – Main Lobby, 10th and L Streets, Sacramento

**WHY:** "Our governor and state representatives put in long, stressful hours on our behalf, so the local members of NATA – the National Athletic Trainers' Association – want to show our appreciation by doing something helpful for them," says Eli Ramirez, MEd, ATC. "We also want to familiarize government officials with the variety of services athletic trainers provide people throughout the state."

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