**MEDIA ADVISORY**

**Date:** [3-5 DAYS BEFORE TOUR]

**[COMPANY NAME] Hosting Facility Tour for Global Fertilizer Day**

In honour of Global Fertilizer Day, [COMPANY NAME] will host a tour of the facility with the aim of spreading awareness of the benefits and uses of fertilizers within Canada and globally. Photo opportunities and interviews are available after the tour.

**WHAT:** [COMPANY NAME] facility tour

**WHO:** [CONFIRMED GUESTS IN ORDER OF IMPORTANCE/RECOGNITION, COMPANY CEO]

**WHEN:** [DATE]

**WHERE:** [LOCATION OF THE TOUR]

**WHY:** Global Fertilizer Day is an international awareness campaign supported by fertilizer associations and companies around the world with the goal of bringing awareness to the important role fertilizer brings as the backbone of the agricultural industry and to feeding the world. Half of all the food grown today, for both people and animals, is made possible through the use of fertilizer.

**About [COMPANY NAME]:** [DESCRIPTION OF COMPANY]

**MEDIA CONTACT:**

[NAME]   
[TITLE]   
[COMPANY]   
[E-MAIL]   
[PHONE]