**2024 NSW Seniors Festival - Templates**

We’re glad you’re planning an activity to celebrate the NSW Seniors Festival. In 2024, the Festival will be run from Monday 11 to Sunday 24 March.

Below are a range of editable and printable templates which you can customise to suit your activity or offer as appropriate.

To use these templates, fill in the fields highlighted in red with details about your planned activity.

**Resources**

Below you will find the following templates that you can use to promote your activity. Use these templates **as a guide only** and customise to suit your needs.

* Advertisement/ newsletter alert
* Website Text
* Radio Community Service Announcement (CSA)
* Media release
* Suggested social media posts

**ADVERTISEMENT AND NEWSLETTER TEMPLATE:**

**2024 NSW Seniors Festival**

**[Insert your activity name]**

**[Insert short description of your activity]**

**Date: [Insert your activity date/s]**

**Time: [Insert your activity start and end time]**

**Location: [Insert the address of where your activity will be held]**

**Cost: [insert cost or state if it is FREE]**

**Enquiries/Bookings: [insert a contact name and number]**

**COMMUNITY SERVICE ANNOUNCEMENT TEMPLATE:**

**Community Service Announcement**

*Reach Beyond* at the[insert activity name] this NSW Seniors Festival in [insert activity location].

[Insert your organisation’s name] invites seniors/members of the community to a [insert activity] during the 2024 NSW Seniors Festival on [insert activity dates and times].

There are so many ways to Reach Beyond this NSW Seniors Festival. With fun and entertaining events happening in person and online, there’s something for everyone!

For more information call [insert contact].

This year, the NSW Seniors Festival runs from Monday 11 to Sunday 24 March 2024.

There are hundreds of free and discounted activities for seniors to enjoy across the state, including concerts, workshops, expos, sporting activities and more. To find an activity or offer near you visit: [www.seniorsfestival.nsw.gov.au](http://www.seniorsfestival.nsw.gov.au)

**WEBSITE TEXT TEMPLATE**

Use this template to promote your activity on your organisation’s website.

**Reach Beyond at the NSW Seniors Festival**

[Insert organisation name] will celebrate the NSW Seniors Festival on [Insert date] with a special activity.

[Insert short description of activity]

Date: [Insert activity date].

Venue: [Insert activity location].

Time: [Insert activity time].

Cost: [insert cost or state if it is FREE].

For more information about [Insert activity name] please contact [insert a contact name and phone number]

RSVPs are [insert essential, recommended, or not required].

This year, the NSW Seniors Festival runs from Monday 11 to Sunday 24 March, with hundreds of activities and offers available across the state.

There are so many ways to Reach Beyond this NSW Seniors Festival. With fun and entertaining events happening in person and online, there’s something for everyone!

To find an activity or offer near you visit: [www.seniorsfestival.nsw.gov.au](http://www.seniorsfestival.nsw.gov.au)

**MEDIA RELEASE TEMPLATE**

**[INSERT DATE OF ISSUE]**

**[INSERT REGION] CELEBRATES the 2024 NSW Seniors Festival**

The largest seniors festival in the Southern Hemisphere is coming to **[insert your local region]**

Themed ‘***Reach Beyond’***, the 2024 NSW Seniors Festival will deliver hundreds of FREE and discounted activities, workshops, and performances for seniors across the state.

There are so many ways to Reach Beyond and celebrate seniors at the festival, with fun and entertaining events happening in person and online.

With a diverse range of experiences on offer, the festival will inspire seniors to be active, socialise, and share their skills and wisdom, all while connecting with their community.

The following activities will be held in **[insert your local region]**:

**[List description and details of activity/s] [Include description of your organisation]**.

Running from Monday 11 to Sunday 24 March 2024, the NSW Seniors Festival engages up to 500,000 seniors annually.

NSW Seniors Festival is presented by the NSW Government.

For the latest updates and activity listings visit [www.seniorsfestival.nsw.gov.au](http://www.seniorsfestival.nsw.gov.au) and follow [NSW Seniors Festival](https://www.facebook.com/NSWSeniorsFestival) on Facebook.

**– ENDS –**

**MORE INFORMATION AND CONTACT DETAILS: [insert contact name & details]**. **PHOTO AND CAPTION:** [Newspapers will be much more likely to publish your item if you include a photo]

## SOCIAL MEDIA POSTS

### Twitter Posts

Post 1

Reach Beyond! With hundreds of activities across the state there's something for everyone this NSW Seniors Festival.

Post 2

Let’s reach beyond at the NSW Seniors Festival! Enjoy a fun filled festival of arts, health and lifestyle activities.

Post 3

Join us as we celebrate the NSW Seniors Festival. There will be hundreds of free and discounted events and activities taking place across NSW.

### Facebook Posts

Post 1

Do have a family or friend who’s over 55 and love a reason to celebrate? Tag them to let them know that the NSW Seniors Festival is back on from 11-24 March! [www.seniorsfestival.nsw.gov.au](http://www.seniorsfestival.nsw.gov.au)

Post 2

The largest seniors festival in the Southern Hemisphere is back in 2024! Find your fun filled local activities at [www.seniorsfestival.nsw.gov.au](http://www.seniorsfestival.nsw.gov.au)

Post 3

*Insert* region wants to connect with you at the NSW Seniors Festival! This year our activities include *insert different activities*. Find them all at [www.seniorsfestival.nsw.gov.au](http://www.seniorsfestival.nsw.gov.au)

Post 4

Reach beyond and connect with other seniors at one of the many free or discounted activities at the upcoming NSW Seniors Festival. Find out more at [www.seniorsfestival.nsw.gov.au](http://www.seniorsfestival.nsw.gov.au)