

# VBA Bank Day Scholarship Program

## MEDIA OUTREACH

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### *Suggested Items for Pre-Event Press Kit*

In addition to the press release, fact sheet, essay requirements and your bank's Bank Day schedule, we suggest you send:

- Shadowed Banker Profile(s)
- Shadowed Banker Photo(s)
- Bank Profile
- Student(s) Profile(s)
- Student(s) Photo(s)\*
- Invitation to a member of the press to join you at some point on Bank Day (optional if your bank is interested)

*\*Students will sign a photo release on their Bank Day registration form.  
The VBA will alert your bank of any students who are not able to have their picture taken.*

