VBA Bank Day Scholarship Program
MEDIA OUTREACH

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.