

**THE 2007 AUGUSTA HORSE & CARRIAGE PARADE
MEDIA INFORMATION SHEET**

NOTE: This information is used to create each entry's listing in The Augusta Chronicle's Parade Supplement. It is also used for the Parade Yearbook and Parade announcers and supplied to the Press Corps, upon request. The better the quality and amount of information you provide about your entry – the better the chances are that media will cover and comment on your entry. Attach separate sheets and photographs if appropriate.

NAME OF ENTRY: _____

BRIEF DESCRIPTION: (10 – 50 words) _____

SPECIAL FEATURES: _____

PEOPLE WITH ENTRY: _____
(i.e. – Names/Titles)

CONTACT PERSON'S RELATION TO ENTRY: _____
(i.e. - Founder of this group)

HISTORY OF GROUP/ENTRY: _____

How many AHC Parades has this entry participated in? Is this the first year? _____

What other parades/events has this entry participated in? _____

NARRATIVE DESCRIPTION / ADDITIONAL INFORMATION – Approx. 60 Seconds: (For TV Commentators. Test by reading aloud in unhurried voice.)

Parade Committee Use Only: _____ **Photocopied, original to Media Coordinator.**