



CO-OP SATELLITE MEDIA TOUR OPPORTUNITIES
August - December 2009

AUGUST

Subject	Date	Description	Spots Avail	Location	Spokesperson
GET READY FOR KINDERGARTEN	August	How to cut down on separation anxiety for kids (and parents); saving money for school supplies and clothes; starting your child on a life time of learning. <i>Attn: Retail clothes; school supply items; healthy snacks, etc.</i>	3	Wash DC (flexible)	Marc Silverstein (flexible) (see Marc's bio below)
NATIONAL FRESH BREATH DAY	August 6	Educational awareness about the importance of good oral hygiene. <i>News hook here is a number of studies just completed in the past few months show conclusive evidence of the correlation between oral hygiene and overall health.</i> <i>Attn: Toothpaste; mouthwash; dental associations</i>	3	Wash DC (flexible)	Marc Silverstein (flexible)

SEPTEMBER

Subject	Date	Description	Spots Avail	Location	Spokesperson
NATIONAL VIDEO GAMES DAY	Sept. 12	The latest video games hitting the market and how they work. <i>Attn: Computer companies, retail chains, video games, etc.</i>	3	Wash DC (flexible)	Marc Silverstein (flexible)
FAMILY HEALTH AND FITNESS DAY	Sept. 27	Tips for how families can join together to make health and fitness a priority. From exercising together to eating right and taking vitamins. <i>Attn: Fitness equipment, vitamins/supplements, healthy food and drink products, etc.</i>	3	Wash DC (flexible)	Marc Silverstein (flexible)

BETTER BREAKFAST MONTH	Sept.	Still the most important meal of the day, yet schedules cause people to eat on the run or skip breakfast all together. Fast and easy ways to make breakfast the 'It' meal of the day. <i>Attn: Restaurants, healthy breakfast food and drink products, fruits, dairy, eggs, cookware, etc.</i>	3	Wash DC (flexible)	Marc Silverstein on kitchen set (flexible)
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OCTOBER

Subject	Date	Description	Spots Avail	Location	Spokesperson
Holiday Gifts	October TBD	Never too early to start thinking about holiday shopping ideas. <i>Attn: computer companies, retail stores, toys, video games, etc.</i>	3	Wash DC (flexible)	Marc Silverstein (flexible)
Holiday Shopping on a Budget	Oct or Nov	Can't turn on the TV or radio without hearing about the economy. Smart budgeting says don't go overboard at holiday time – so how can we cut corners without cutting cheer? <i>Attn: consumer products, non-profits and associations (make a gift donation in someone's name); etc.</i>	3	Wash DC (flexible)	Marc Silverstein (flexible)

NOVEMBER

Subject	Date	Description	Spots Avail	Location	Spokesperson
National Family Volunteer Day	November 21	Instilling a sense of community in children can start at an early age by making it a family affair. <i>Attn: non-profit organizations, associations, environmental companies and groups, etc.</i>	3	Wash DC (flexible)	Marc Silverstein (flexible)

DECEMBER					
Subject	Date	Description	Spots Avail	Location	Spokesperson
Colorectal Cancer Awareness Month	December	One of the most curable cancers if caught early, yet people hesitate to be tested. What's new that may give people a push in the right direction? <i>Attn: pharmaceuticals, organizations, etc.</i>	3	Wash DC (flexible)	Marc Silverstein (flexible)
National Pie Day	December 1	Give the gift of food, or be a hit at the office – not just your traditional apple pie – but creative recipes for the adventurous baker. <i>Attn: baking supplies, baking products, kitchen appliances, aluminum and plastic wraps, etc.</i>	3	Wash DC (flexible)	Marc Silverstein (flexible)
Family Fit Lifestyle Month	January	With high obesity in children, this month gives you a great opportunity to start the whole family on a fitness plan for the new year. <i>Attn: fitness equipment, fitness clothing and shoes, outdoor games, healthy foods and drinks, avoiding germs, etc.</i>	3	Wash DC (flexible)	Marc Silverstein (flexible)



Marc Silverstein

Marc is an Emmy Award-winning consumer reporter, now nationally known as host of *The Best Of* on **Food Network** and *Go Ahead, Make My Dinner* on **The Discovery Channel**. Marc is a multi-talented, much in demand radio and TV personality whose media expertise includes consumer and technology products, health issues and food.