**Everyday Health YouTube Multimedia News Release**

**Required Materials**

1. Press release – Title
2. Logo
3. Video components
	1. Video 1 title – (180 characters or less) 15 sec sizzle – [Everyday Health](http://www.everydayhealth.com/) launches a new video channel on YouTube with original, prime-time ready programming with experts like [Joy Bauer](http://www.joybauer.com/about-joy/bio.aspx), [Dr. Laura Berman](http://www.drlauraberman.com/about-dr-berman), and [Jillian Michaels](http://www.jillianmichaels.com/meet-jillian/bio-about.aspx) and others.
	2. Video 2 title – (180 characters or less) – let’s use FGP video. What’s the desired length according to PRNewswire?
4. Photos
	1. Homepage
		1. Caption – (200 characters or less) – Extending its dominance as digital media's leading health and wellness brand for consumers, Everyday Health launched a new original video channel — [*Everyday Health: TV to Change Your Life*](http://www.youtube.com/everydayhealth) — on YouTube.
	2. Mashup –
		1. Caption – (200 characters or less) – [Everyday Health’s YouTube channel](http://www.youtube.com/everydayhealth) features original shows starring popular fitness, food and relationship experts including nutritionist Joy Bauer, life and fitness coach Jillian Michaels and sex educator Dr. Laura Berman among others. From Left to Right: Kate to add.
	3. EHYT logo
		1. Caption – (200 characters or less) 🡪 [Everyday Health, Inc](http://corporate.everydayhealth.com/index.aspx)., the leading health media company attracting 30 million monthly unique visitors online, announced the debut of its original YouTube channel “[Everyday Health: TV to Change Your Life](http://www.youtube.com/everydayhealth).” [link to [www.youtube.com/everydayhealth](http://www.youtube.com/everydayhealth)]
5. Related links “Everyday Health Portfolio”
	1. [www.drlauraberman.com](http://www.drlauraberman.com)
	2. [www.joybauer.com](http://www.joybauer.com)
	3. [www.jillianmichaels.com](http://www.jillianmichaels.com)
	4. [www.everydayhealth.com](http://www.everydayhealth.com)
	5. Everyday Health on YouTube: [www.youtube.com/everydayhealth](http://www.youtube.com/everydayhealth)
6. Related documents
	1. Fact Sheet: Programs
	2. Fact Sheet: Talent
	3. Everyday Health Press Kit
	4. Press Release
	5. TKTK?
7. Twitter Feed – For Corporate News from Everyday Health, Follow Us
	1. [www.twitter.com/EHIncPR](http://www.twitter.com/EHIncPR)
8. Call to Action Button
	1. [www.youtube.com/everydayhealth](http://www.youtube.com/everydayhealth)
9. Special instructions
	1. Media Contacts
		1. Jennifer Perciballi, VP, Public Relations, jperciballi@everydayhealthinc.com, 646.728.9777
		2. Kate Dibble, Public Relations Associate, kdibble@everydayhealthinc.com, 646.728.9529

**Distribution Details**

*Date*: Tuesday, April 3rd

*Time:* 12:01am – can they suggest a time that would work best for our objective?

*Times Square / Vegas Photo Distribution*

* Talent Mashup – Can you ask design to superimpose our EHTV logo onto the bottom corner of this mashup?
* Caption – We are changing lives every day. Subscribe now to the new video channel: Everyday Health on YouTube at YouTube.com/EverydayHealth

*Social Post* - Extending its dominance as digital media's leading health and wellness brand, Everyday Health launched a new video channel — [*Everyday Health: TV to Change Your Life*](http://www.youtube.com/everydayhealth) — on YouTube.