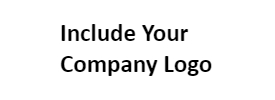
**[SPECIAL EVENT]**

**PRESS RELEASE**

|  |  |
| --- | --- |
| **CONTACT** [Contact Name & Title]  **COMPANY** [Company Name]  **PHONE** [Phone Number]  **EMAIL** [Email address]  **WEB** [Website] | **EMBARGOED FOR**  [Time and date for the media  to release the story] |

**[Business Name/Individual] Hosts [Name of Event] (70 Characters)**

[*Short Phrase to Describe Event*]

**[CITY, STATE, DATE] — [INTRO PARAGRAPH]** [Company/Individual’s Name] will [host/hold] [Event] at [Location of Event] on [Date], featuring [performers, entertainers, speakers, attendees, etc.]. [Two sentences to describe the event that highlights the most important reasons why people will want to go].

**[PARAGRAPH 2:]** [Describe the logistics pertaining to the event such as the price of tickets and/or how to obtain them. *Add calls to action and links*. Also include, directions to the event if helpful, and web links to find more information about the event].

**[PARAGRAPH 3:]** [Sell the event more. Describe what attendees are going to get out of going to the event. How will they *feel, how will the event activate their senses*, what will they learn, and what will they do at the event?]

**[PARAGRAPH 4:]** [Insert quotes from media reviews of past events, or quotes from the speakers/performers who will be there. Or, insert a quote from the well-known organizer of the event.]

**[BOILERPLATE PARAGRAPH:]** [*Insert you or your company’s standard three or four sentence bio/description here.*]

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