

Business Logo or Name

Business Address
Business Phone Number
Business Website
Business Facebook

Media Advisory/Photo Opportunity

FOR IMMEDIATE RELEASE: (Today's Date)

Contact: (Insert Contact Name, Phone & E-mail)

Attention Grabbing News Headline

- WHAT:** Event name and details. Describe the event, why it's significant/interesting/newsworthy for the media to attend
- WHO:** Names and titles of people involved with the event, include any special appearances by local policy makers or
- WHEN:** Date of the event
Time of the event
- WHERE:** Location & address of the event, add directions if necessary
- BACKGROUND:** List any additional details about the event here. Include your business's background. (Use Perry's Example below to write up some background information on your business that you would like the media to know about, be sure to include links to your website and Facebook page if applicable)

Perry's Ice Cream, founded in 1918 by H. Morton Perry and headquartered in Western New York, is a family-owned and operated fourth generation ice cream manufacturer with frozen distribution services. Since its humble beginning, when hand churns and horse-drawn delivery wagons were used, Perry's has maintained one of the most modern, state-of-the-art production facilities in the country to produce over 13 million gallons per year of great tasting ice cream, craft-made one batch at a time. With over 300 employees, Perry's sells and distributes to New York, Western Pennsylvania, New England and Northeastern Ohio.

For additional information about Perry's Ice Cream, visit: www.PerrysIceCream.com or www.facebook.com/perrysicecream.

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