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**HEADLINE: Brief, but attention-grabbing**

*Subheading: Brief; additional details about your announcement*

**LOCATION – Date – Intro:** [The most important basics of your announcement – who are you and what are you announcing. 3-4 sentences.]

Paragraph 2: [Provide additional, important details about your announcement. Offer context. Expand on the information included in your intro, and add any other must-know details. Think about: once a reporter reads your intro, what will he/she want to know next? That information should go here.]

Paragraph 3: [A quote by a company official, commenting on your news. 2-4 sentences. Use professional language, but make it sound realistic – like something someone would actually say. Give a human voice to the announcement.]

Paragraphs 4-6: [Additional details about your announcement that haven't yet been included elsewhere in the release (pricing, logistics, launch details, dates, etc.), and any information about your company or brand that is particularly relevant to your announcement. If appropriate, a quote from a second source can also be included here.]

**About [Organization]**

Here, include standard language about your company that you can include on all press releases you issue. This language should include basic information about your company: who are you, what do you do, what do you believe (if relevant), when were you founded, etc. 1-2 relatively brief paragraphs. This language doesn't need to be (and, usually, shouldn't be) specific to any one press release announcement.

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**Media Contact:**

[Name]

[*Optional*; Company, Title]

[Email Address]

[*Optional*; Phone Number]

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*The following press release example is a fictitious release about a fictitious company but is based on a client release that helped us to generate media coverage in outlets including Forbes, Los Angeles Times, and mindbodygreen, among many others.*

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## **ADVENTURE COMPANY ANNOUNCES TRANSFORMATIVE, SIX-DAY RETREAT FOR PARENTS**

*Adventure Company Invites Parents to Spend Six Days on a 100-Year Old Farm in TN, to Recharge, Reflect, and Experience the Restorative Powers of Nature*

**June 1, 2024 – Somewhere, TN** – Adventure Company, the travel brand dedicated to helping families recharge, reflect, and seek restoration in natural settings, announced today the details of its 2024 six-day retreat for parents. This year’s program will be hosted at the Big Rest Farm in Somewhere, Tennessee from August 24<sup>th</sup> to August 30<sup>th</sup>, 2020. The inaugural Adventure Company retreat was held last year at the same location.

Designed for adults in all stages of parenthood, the Adventure Company retreat invites parents to step back from the responsibilities of everyday family life, to discover something new, and to reconnect to themselves and their families, all while surrounded by the restorative powers of nature. While taking in the breathtaking vistas offered by the retreat’s setting – a 100-year old, 1200-acre Tennessee farm – retreat participants will develop a new perspective on themselves, as well as on what it means to be a positive role model in their children’s lives. Retreat experiences will revolve around mindfulness, immersion in nature, and collaborative creativity.

“I’ve been a mother for seventeen years now, and I’ve experienced the highest of highs – and the lowest of lows – that the journey of parenthood can bring,” said Adventure Company founder Jane Doe. “One of the things that has enabled me to be the best parent that I possibly can be is to take personal time to reflect, recharge, and refocus my energies. My hope is that by taking a few days to themselves, the participants in this year’s Adventure Company retreat will leave with a renewed sense of who they are as parents, and how to be the parents their children deserve.”

During their stay in Tennessee, Adventure Company participants will enjoy a series of workshops designed to help mothers and fathers explore every aspect of their lives, as individuals and as parents. There will also be time to engage in farm activities like horseback riding, hiking, and fishing, all while resting in the serene setting of the Tennessee countryside.

Regular pricing for the six-day Adventure Company retreat starts at \$4,500 (exclusive of airfare). Payment plans are available.

Tickets for the 2024 Adventure Company retreat can be purchased here. [LINK]

### **About Adventure Company**

Adventure Company aims to create a movement of families living healthier, happier lives by reconnecting to each other and themselves, as individuals. The company hosts a multi-day, annual retreat for parents, as well as several single-day events for families throughout the year.

Additional information about Adventure Company can be found here. [LINK]

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**Media Contact**

[Name]

[*Optional*; Company, Title]

[Email]

[*Optional*; Phone]