

Feel free to use this sample press release template when announcing your participation in the show. Simply cut and paste the copy into your own word processing program, insert your specific company information where indicated, print on your company letterhead and distribute to the media, business contacts and your company newsletter editor.

Sample Press Release

FOR IMMEDIATE RELEASE

CONTACT:

YOUR CONTACT NAME

PHONE NUMBER

EMAIL ADDRESS

DATE

YOUR COMPANY NAME to exhibit at AAA Great Vacations EXPO

Columbus, Ohio – **YOUR COMPANY NAME** today announced that the company will participate in the **AAA Great Vacations EXPO**, slated for January 20-22, 2012. Billed as a one-stop shop for everything related to travel, the event offers Central Ohio consumers information and EXPO-only deals, along with the best ever travel values on everything from exotic cruises and European vacations to affordable escapes that are close to home.

With more than 250 exhibits, attractions and events - including **YOUR COMPANY NAME** - the EXPO is a destination in itself. Favorite travel spots come alive with interactive events and experiences that are as entertaining as they are helpful and educational. Specific attraction areas within the EXPO will include:

- **Vacation Marketplace:** Travelers are encouraged to come with their calendar of available dates and favorite form of payment to be prepared to book trips and buy travel accessories at best-ever prices.
- **Great Outdoors Adventure Area:** Thanks to Metro Parks, you'll enjoy real pine, a covered bridge, water features, and fun for the entire family including wildlife presentations and hands-on opportunities to get up close and personal with nature.
- **Travel Stage:** Live entertainment, events, appearances and workshops are led by leading travel experts that entertain and educate.
- **Play in Your Own Backyard Pavilion:** Thanks to Experience Columbus, guests will discover unforgettable travel experiences that are as nearby as they are affordable.

INSERT PARAGRAPH ABOUT YOUR COMPANY, INCLUDING THE MOST INTERESTING AND PERTINENT INFORMATION ABOUT YOU, WHAT SPECIAL DISCOUNTS YOU MAY BE OFFERING AT THE EXPO, ALONG WITH YOUR WEBSITE URL.

In addition, Bert Kreischer, thrill-seeker, stand-up comic and host of Travel Channel's popular *Bert the Conqueror*, will share his adventurous travel experiences of living like a local with AAA Great Vacations EXPO guests on Sunday, January 22, 2012. Kreischer takes the AAA Travel Stage at Noon and 2:30 p.m., with autograph sessions immediately following each appearance.

The **AAA Great Vacations EXPO** opens Friday, January 20 and runs through Sunday, January 22, at Franklin County Veterans Memorial in downtown Columbus. Show hours are Friday 12 p.m. - 8 p.m., Saturday 10 a.m. - 8 p.m., and Sunday 11 a.m. - 5 p.m. Tickets are available at the door or beginning December 1 at any AAA Ohio Auto Club office for \$9 or \$6 for any AAA member. Children ages 16 and under are admitted at no charge. For additional event details or to purchase tickets in advance, visit www.AAGreatVacations.com.