



Sample Press Release for IOWA Manufacturing Day Event

NEWS RELEASE
FOR IMMEDIATE RELEASE

Contact: [CONTACT NAME]
[COMPANY]
[PHONE NUMBER]
[EMAIL ADDRESS]

[COMPANY NAME] TO HOST IOWA MANUFACTURING DAY EVENT ON [DATE] FOR [CITY] COMMUNITY

Iowa Companies are Sharing Knowledge of Manufacturing and Inspiring Career Pathways

(CITY, STATE) MONTH DATE, YEAR – [COMPANY NAME] is opening up its doors on [DATE] to [LIST SCHOOL NAMES] and [LIST OTHER ATTENDEES] to celebrate manufacturing in Iowa and share the great opportunities that careers in manufacturing allow.

The event will showcase [List in one or two sentences what's happening such as facility tours, panel discussions, presentations, demonstrations, proclamations, etc.].

Manufacturing Day is an annual event held in communities all across the country to showcase manufacturing to students, teachers, parents, and community members through events and open houses. In Iowa, manufacturing jobs account for over 10 percent of total employment with over 18 percent of Iowa's Gross Domestic Product a direct result of Iowa manufacturing.

[Include quote here from company official. Include Name and title with company.].

Example: There is an increasing demand for highly skilled professionals in the manufacturing sector who can design, program and operate technology," said [NAME, TITLE with COMPANY]. "The average age of a manufacturing employee is 56, and between now and 2020 there will be an unprecedented shortage of skilled workers who will need to be replaced."

About [Company]

[Insert company boilerplate here and include link to website.] National Manufacturing Day information is available at www.mfgday.com. Iowa Manufacturing Day efforts are coordinated by Iowa State University Engineering Community Outreach and the Center for Industrial Research and Service (CIRAS).