

**Template Press Release for Use**

*Please feel free to use the following template to write your press release. Please make sure to share your press release with Lindsey Robinson, PR Specialist at* *LRobinson@Divcom.com* *so we can add it to our website!*

*If you would like your press release to be considered for inclusion in Expo Today, the official publication for Seafood Expo North America/Seafood Processing North America, please send it no later than Monday, January 8, 2024.*

**FOR IMMEDIATE RELEASE**

**[INSERT COMPANY LOGO]**

**[INSERT COMPANY NAME] [WHAT IS YOUR COMPANY DOING/SHOWCASING/LAUNCHING] at North America’s Largest Seafood Event, Seafood Expo North America/Seafood Processing North America**

***[include any relevant details about what people can expect from your business at the expo]***

**[CITY, STATE, MONTH XX,] 2024 –** [COMPANY NAME (hyperlinked)] announces [WHAT IS YOUR COMPANY DOING/SHOWCASING/LAUNCHING] at North America’s largest seafood event, [Seafood Expo North America/Seafood Processing North America](https://www.seafoodexpo.com/north-america/). The Expo will take place from March 10 – 12, 2024 in Boston, MA at the Boston Convention and Exhibition Center. [INCLUDE RELEVANT DETAILS ON YOUR COMPANY’S INVOLVEMENT AT THE EVENT - WHO/WHAT/WHERE/WHEN/WHY].

[QUOTE FROM COMPANY EXECUTIVE]

[EXPAND ON WHAT YOUR COMPANY IS DOING THAT’S DIFFERENT/UNIQUE/INTERESTING]

**About [COMPANY NAME]:**

[INSERT BOILER PLATE]

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**About Seafood Expo North America/Seafood Processing North America**

Seafood Expo North America/ Seafood Processing North America is North America’s largest seafood exposition. Thousands of buyers and suppliers from around the world attend the annual, three-day exhibition to meet, network and do business. Attending buyers represent importers, exporters, wholesalers, restaurants, supermarkets, hotels, and other retail and foodservice companies. Exhibiting suppliers offer the newest seafood products, processing and packaging equipment, and services available in the seafood market. The exposition is sponsored by the National Fisheries Institute. SeafoodSource is the official media. The exposition is produced by Diversified Communications, the international leader in seafood-industry expositions and media. The exposition is produced by Diversified Communications, the international leader in seafood-industry expositions and media. For more information, visit: [www.seafoodexpo.com/north-america](http://www.seafoodexpo.com/north-america).

**Media Contact:**

[NAME, TITLE]

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