# Press Release for a Manufacturing Day Event

**[INSERT COMPANY LOGO HERE]**

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| **NEWS RELEASE**  **FOR IMMEDIATE RELEASE** | Contact: [CONTACT NAME]  [COMPANY]  [PHONE NUMBER]  [EMAIL ADDRESS] |

**[Company NAME] to host manufacturing Day event**

**on [Date] for [city] community**

*Program Designed to Expand Knowledge of Manufacturing, Improve Public*

*Perception of Manufacturing Career Opportunities*

(CITY, STATE)MONTH DATE, YEAR– In celebration of Manufacturing Day, [COMPANY NAME] will open its doors on [DATE] to more than [NUMBER] students from [LIST SCHOOL NAMES] and [LIST OTHER ATTENDEES] as part of an effort to change people’s perceptions about today’s manufacturing environment and draw attention to the outstanding opportunities that a career in manufacturing can provide. Planned activities include [List in one or two sentences what’s happening such as facility tours, panel discussions, presentations, demonstrations, proclamations, etc.].

Manufacturing Day is an annual national event executed at the local level supported by thousands of manufacturers as they host students, teachers, parents, job seekers and other local community members at open houses, plant tours and presentations designed to showcase modern manufacturing technology and careers.

[Optional paragraph] To mark the event, [STATE has declared October as Manufacturing Month] or [CITY has issued a proclamation honoring [DATE] as Manufacturing Day.]

“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 in last sentence.] More information on Manufacturing Day is available at [www.mfgday.com](http://www.mfgday.com).

**About PMA / PMA Educational Foundation**

The Precision Metalforming Association (PMA) is the full-service trade association representing the $137-billion metalforming industry of North America. The PMA Educational Foundation’s (PMAEF) mission is to enhance the supply of skilled workers by supporting and developing training and education programs and by improving the public image and awareness of careers in metalforming. [Insert company name] is proud to be one of PMA’s 800 member companies. For additional information, visit [www.pma.org](http://www.pma.org).