

[PIZZERIA AND/OR NATIONAL PIZZA MONTH LOGO]

MEDIA ALERT

Media Contact:

[Contact Name] (THIS IS YOU OR A MEDIA REPRESENTATIVE WITH YOUR PIZZERIA)

[Pizzeria Name]

[Phone]

[Email]

[PIZZERIA NAME] to Kick of National Pizza Month
[Add Second line description with a specific highlight]

WHO/WHAT: [YOUR PIZZERIA AND ANY NATIONAL PIZZA MONTH PARTNERS OR SPECIAL GUESTS]

[List and briefly describe any activities that will take place. Concentrate specifically on the highlights.]

WHEN: [Date/Time]
[Be sure to mention individual start times for notable happenings.]

WHERE: [Location/Address]
[Provide additional information, if relevant.]

WHY: October is National Pizza Month. Pizzerias across the U.S. will celebrate America's favorite food and the people who make it with special events and promotions. National Pizza Month was created in 1984 by Pizza Today, the pizzeria industry's foremost authority on restaurant management and culinary development. In 1987, the United States Congress officially designated October National Pizza Month.

This October, [Pizzeria Name] is celebrating National Pizza Month. All month long, we'll be [describe how you will celebrate].

EDITOR'S NOTE: [Mention any opportunities for tours, demonstrations, event passes, media appearances, etc.
Provide contact information.]

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