Please use this template as a starting point. Change anything that is highlighted in yellow to make the media alert more personalized and geared towards you/your RE/MAX office.

**Don’t forget to delete these instructions when you’ve finished editing the document!** Feel free to reach out to your regional PR contact with any questions or concerns.

**RE/MAX (Office Name) Plans Grand Opening Event**

*(City Name) Community Members Invited to Attend*

**WHAT:** (First and last name), local real estate veteran and Broker/Owner of RE/MAX (Office), is excited to host a Grand Opening event of their new office for their clients and community members of (City or Neighborhood).

(Include an interesting fact about the office - first one in this neighborhood, second branch of office, what makes your office unique, etc.)

**WHEN:** (Date. For example, Saturday, Oct. 18-20, 2021)

(Time. For example, 8:30 a.m. - 5 p.m.)

**WHERE:** (Name of RE/MAX Office)

(Mailing Address)

(City, State and Zip code)

**WHO:** (Broker/Owner first, last name), (Title)

**MEDIA:** Representatives of the media are invited to attend this event.

**VISUALS:** Explain what the reporter or photographer might see if they attend. Could be the cold air balloon, tethered RE/MAX balloon, unique office features, interesting building, something that will stand out as something they will want pictures or video of.

**CONTACT:** For more information about the event or to schedule an interview, please contact:

(Broker/Owner first, last name), (Title)

RE/MAX (Office)

(Phone number)

(Email)