

SAMPLE PRESS RELEASE

[Insert company or product logo]

Contact: [FILL IN MEDIA CONTACT]
Phone Number
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FOR IMMEDIATE RELEASE

**[NAME OF COMPANY AND/OR PRODUCT] NAMED 2022 GLOBAL MEDIA AWARD
WINNER AT THE SEMA SHOW**

or

**[NAME OF COMPANY AND/OR PRODUCT] RECOGNIZED WITH [INSERT NUMBER]
GLOBAL MEDIA AWARDS AT THE SEMA SHOW**

-- Product(s) Emerged Among Thousands as Voted on by Panel of International Judges --

LAS VEGAS [OR INSERT COMPANY CITY] – [DATE] –[Name of company/tagline] was recognized with [number] 2022 Global Media Award(s) this week at the SEMA Show in Las Vegas for its [name of product(s)].

[Insert quote from company executive]

The SEMA Global Media Awards (GMA) Program recognizes those companies that manufacture specialty equipment products and accessories that would have mass appeal to consumers in countries outside the United States. The products are voted on by a prestigious group of international journalists who serve as judges.

“Vehicle customization and personalization has been growing worldwide,” said Linda Spencer, SEMA director of international and government relations. "The GMA program taps top international media experts to weigh in on which new products are likely to succeed in their home markets. The global automotive specialty-equipment market is made up of enthusiasts who are passionate about the hobby. This passion can be found not only throughout the United States but also in countless spots around the globe including in Dubai, United Arab Emirates, Melbourne Australia and Stockholm, Sweden.”

This year’s program included about 11 judges from seven countries. Each judge carefully reviewed and evaluated nearly 2,000 product entries at the SEMA Show before selecting the products that they felt would resonate and appeal most to consumers in their home countries.

About [company]

[Insert boilerplate/company description]

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