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**www.geoweek.org.uk**

**PRESS RELEASE**

**Attention grabbing headline!**

Discover the hidden secrets of [your event town] with a guided walk to [your event location]. Be an Earth history detective and learn how to identify the evidence of former climates stored in the rocks and fossils of [your town]. Did you know that [amazing fact].

This [X-million-year-old story] will [body text about your event].

[Eye catching photo. People pictures are better than landscapes. You can use your own photos or photos from http://geoscenic.bgs.ac.uk].

GeoWeek is a nationwide initiative that seeks to introduce the public to parts of their local landscape, shaped over millions of years by geological processes, through outdoor activities such as urban, rural or coastal field trips.

The walk will start from [location] at [time] and last for about [hours]. Contact [your email] to book your free guided walk of [your event] or for further details go to [your event website page].

**Contact**

For further information about this press release or media interviews contact:

[Your contact information]