**SAMPLE PRESS RELEASE**

**Contact:**

[CONTACT NAME]

[CONTACT ORGANIZATION]

[PHONE / EMAIL]

**[ORGANIZATION NAME] Holds [EVENT NAME/DETAILS]for “7 Days of Genius” on**

**[Date of Event]**

**Global Festival Celebrates the Power of Genius to Address the World’s Challenges, Beginning March 5**

[LOCATION]: [DATE] – [ORGANIZATION NAME] joins organizations around the world for the fourth annual “7 Days of Genius,” a global festival that celebrates the power of genius to generate creative ideas and thinking for social good. The festival was launched in 2012 by 92nd Street Y in New York. This year, the focus is on channeling the infinite potential of human genius and creativity to address the serious challenges we face.

This year’s “7 Days of Genius” invites participants to focus on one of 7 Challenges: Bridging the divide to create greater empathy and connection; Health, wellness and mindfulness; News and information integrity; Cities and communities of the future; Displacement and migration; The arts’ role in social change; and Equality and human rights.

On DATE, [ORGANIZATION NAME] is planning to present [INSERT BRIEF EVENT NAME/DESCRIPTION]. [Mention the challenge or topic you are addressing, and how your event is addressing it.] For more information, visit [ORGANIZATION/EVENT WEBSITE/URL].

We are pleased to join other organizations that are planning to hold events for “7 Days of Genius” in New York, Bucharest, Budapest, Chicago, Florianópolis (Brazil), Guatemala City, Holon (Israel), Mexico City, Nairobi, Nepal, Palo Alto (CA), Rome, Sarajevo, Sierra Leone and Thessaloniki (Greece). For more information about the festival, visit [www.92Y.org/genius](http://www.92Y.org/genius).

“This may be the first time a conversation about genius has been hosted in this way over such a broad geographical and interdisciplinary landscape,” said Asha Curran, Director of 92Y’s Belfer Center for Innovation and Social Impact, “and we hope to see the Festival encompass even more voices in years to come.”

“7 Days of Genius” is a global festival launched in 2012 by 92nd Street Y (92Y) and its Belfer Center for Innovation and Social Impact in New York. 92Y is a cultural and community center that is built on a foundation of Jewish values: the capacity of civil dialogue to change minds; the potential of education and the arts to change lives, and a commitment to welcoming and serving people of all ages, races, religions and ethnicities. Through the Belfer Center, it is reimagining community for the digital age, with initiatives like #GivingTuesday that use the power of technology and collaboration to connect people around the globe in the service of a better world. For more information, visit [www.92Y.org](http://www.92y.org/)/BelferCenter.