**Sample Press Release**

{*Print your press release on your sponsoring organization's letterhead*

*or include name, address, and phone number of organization at top of release*}

**For Immediate Release**

**THE [SPONSORING ORGANIZATION] HOSTS MONTANA CONVERSATION “DOCUMENTING SASQUATCH: AN INDIGENOUS STORYTELLING JOURNEY” WITH CARRIE LYNN BEAR CHIEF AND LAILANI UPHAM**

[City–date]

The [sponsoring organization] hosts Montana Conversation “Documenting Sasquatch: An Indigenous Storytelling Journey” with Carrie Lynn Bear Chief and Lailani Upham on [date of program]. The program is at [location and time of program]. The presentation is free and open to the public. Funding for Montana Conversations is provided by Humanities Montana through grants from the National Endowment for the Humanities, Montana’s Cultural Trust, and private donations. We are funded in part by coal severance taxes paid based upon coal mined in Montana and deposited in Montana’s cultural and aesthetic projects trust fund.

In “Documenting Sasquatch: An Indigenous Storytelling Journey”, Carrie Lynn Bear Chief and Lailani Upham tells of their personal experiences with the mystery the Blackfoot call “Imoitapi.” You will hear of their milestones through the Pikuni Bigfoot Storytelling Project will that will surely transport the audience respectfully into a world of the unknown. A walk through the Pikuni Bigfoot Storytelling Project will cover Sasquatch from an Indigenous understanding. Bear Chief and Upham will share perspectives from local people who they documented of their encounters with “Imoitapi” in the areas where they grew up: Fort Belknap Reservation and Blackfeet. This story project also includes encounters from other Indigenous communities throughout the U.S. and Canada. By the end of the presentation, a compelling conversation is sure to spark and inspire. Participants will walk away with a visualization that Bigfoot exists.

Carrie Lynn Bear Chief’s background is in service, education, and cultural preservation, particularly within Native American communities. She has many years of experience in public facilitation and training especially in the field of tribal programs that offer help to caregivers, elders, first responders, and those working in high-stress, trauma-related fields. As a trainer and speaker for the Native American caregiver support program within Title VI, Bear Chief has supported Tribal elders by educating communities on how to establish and sustain caregiver programs. She has had the opportunity to share knowledge at conferences across the United States, helping other Tribal programs develop similar initiatives. Bear Currently, she is an ordained minister and associate pastor, teaching Bible studies at Faith Dominion Center Church. Bear Chief is the co-producer of the Pikuni Bigfoot Storytelling Project, serve as a cultural guide for Iron Shield Creative, and present for the Glacier National Park Conservancy Native Speaks program

Lailani Upham is an Amskapi Pikuni ([Blackfeet Nation](https://blackfeetnation.com/)) tribal member, and a descendent from the [Aaniiih, Nakoda](https://ftbelknap.org/%22%20%5Ct%20%22_blank), and [Dakota](https://www.swo-nsn.gov/) tribes. She is a journalist, educator, and business developer in indigenous stories and culture.

For more information, please call [sponsoring organization] at [phone number].

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Contact person: [project organizer and phone number]