**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 LAILANI UPHAM**

[City–date]

The [sponsoring organization] hosts Montana Conversation “Documenting Sasquatch: An Indigenous Storytelling Journey” with 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”, Lailani Upham tells of her personal experiences with the mystery the Blackfoot call “Imoitapi.” You will hear of her 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. Upham will share perspectives from local people who she documented of their encounters with “Imoitapi” in the areas where she 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.

Lailani Upham is an Amskapi Pikuni ([Blackfeet Nation](https://blackfeetnation.com/)) tribal member, and a descendent from the [Aaniiih, Nakoda](https://ftbelknap.org/" \t "_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]