

PRESSPACK

Meaning: A presspack is a collection of promotional materials, including information and resources, provided to journalists to support the coverage of an event, product, or project.

1. The PR team created an impressive presspack to showcase the new product launch.
2. Journalists were eager to receive the presspack filled with details about the upcoming film.
3. As part of the event, each attendee was given a presspack containing essential information and promotional materials.
4. The presspack included high-resolution images and key facts that made it easy for reporters to cover the story.
5. She diligently reviewed the contents of the presspack before the press conference began to ensure everything was accurate.

Source: sentences.whatistheurl.com

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