**FOR IMMEDIATE RELEASE**

[insert date]

Contact: [insert contact name]

Title: [insert contact title]

Phone: [insert number]

Email: [insert email address]

**More Than 8,000 Bridge Players to Descend   
on Gatlinburg for Annual Tournament**

[This is an example title. Give your alert a catchy title with the most important information.]

**WHAT:** [This is where you will include information about what you want the public to know about your event]

**Example:** The 12th Annual Smoky Mountain Gatlinburg Regional Bridge Tournament comes to the city from April 20 – 26, 2020. More than 8,000 bridge players from across North America are expected to compete in over a week of competitive bridge tournaments, which will bring $3 million in economic impact to the city. The tournament also offers educational opportunities for bridge teachers, as well as courses for those wanting to learn about the game that the Alzheimer’s recommends as one of “[10 Ways to Love Your Brain](https://www.alz.org/help-support/brain_health/10_ways_to_love_your_brain).”

**WHEN:** [This is where you will include the time the event will take place. For tournaments, it is strongly encouraged to pick a 2-3 hour window for media when there is table play happening and players/tournament representatives available for interviews]

**Example:** Friday, April 24, 2020 (Media is asked to arrive between 11 am – 1 pm)

**WHERE:** [This is where you include the location of your event]

**Example:** Gatlinburg Convention Center

234 Historic Nature Trail

Gatlinburg, Tenn. 37738

**INFO:** [This is where you include any additional information]

**Example:** The Gatlinburg Regional is a bridge tournament sanctioned by the American Contract Bridge League. Most visitors stay the duration of the seven-day tournament, which is why the economic impact on the city is so great.

Tournament bridge, also known as duplicate bridge, is a challenging form of the game of bridge where all players play the same hands of cards. The luck of a deal doesn’t factor in as players compete to see who played the given cards best. To learn more about the Smoky Mountain Gatlinburg Regional Bridge Tournament, visit [gatlinburgregional.org](http://www.gatlinburgregional.org)

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