**PRESS RELEASE TEMPLATE**

**FOR IMMEDIATE RELEASE Contact: {NAME}**

**{DATE} {PHONE NUMBER}**

**{E-MAIL ADDRESS}**

**{NAME OF ORGANIZATION} PRESENTS: MILWAUKEE 53206**

**{CITY,STATE} – {NAME OF ORGANIZATION} will be hosting a screening of the documentary film MILWAUKEE 53206 followed by a panel discussion and audience Q&A featuring {NAMES AND DESCRIPTIONS OF ALL PANEL MEMBERS} on {DATE &TIME}. The United States has the most prisoners of any developed nation in the world. With 62% of adult men having spent time in prison, Milwaukee’s largely African American 53206 ZIP code is the most incarcerated ZIP code in the nation.**

**{Optional- Insert a quote from an organizational leader/ community leader/ faith-based leader}**

MILWAUKEE 53206 shows the daily realities of all those affected by mass incarceration in America through the intimate stories of those living in America’s most incarcerated ZIP code, 53206. Through the powerful journeys of Beverly Walker, Dennis Walton and Chad Wilson we witness how incarceration has shaped their lives, their families and their community. These stories reveal how a disenfranchised community fights to move forward even as a majority of its young men end up in prison. The film examines how decades of poverty, unemployment, and a lack of opportunity have not only contributed to the crisis of mass incarceration in 53206, but by extension, in communities like our own. (or) {YOUR ZIP CODE}.

This screening of MILWAUKEE 53206 is a part of the nationwide **MILWAUKEE 53206 social impact campaign: Strengthening Families. Healing Communities: Overcoming the Effects of Mass Incarceration** presented by Odyssey Impact™, a multi-faith media non-profit that creates and executes direct outreach campaigns for independent documentaries to mobilize faith-based and secular changemakers, communities and congregations, to address the most pressing social issues facing our world. The MILWAUKEE 53206 social impact campaign aims to engage, educate, activate audiences and build stronger foundations of support for the children, parents and families affected by mass incarceration in communities across the country.

**MILWAUKEE 53206 is also presented by:**

**Transform Films Inc.** is a documentary production company that tells stories of hope, compassion and the quest for a more just world.

**ODYSSEY IMPACT**™creates and executes direct outreach campaigns for independent documentaries to mobilize faith-based and secular changemakers, communities and congregations, to address the most pressing social issues facing our world.

**Director/Producer Keith McQuirter,** an award winning producer and director with credits in TV documentary, new media and commercials. He co-produced the five-part Peabody Award winning and Prime Time Emmy nominated docu-series Brick City for the Sundance Channel.

**Social Media:**

**Facebook: @milwaukee53206**

**Twitter: @milwaukee53206**

**Instagram: @milwaukee53206**

**#MKE53206**

For more information about this event and/or {SPONSORING ORGANIZATION}, call or email {NAME} at {PHONE NUMBER} or {EMAIL ADDRESS} or visit {WEBSITE}.

For more information about MILWAUKEE 53206 and to view the trailer, visit: <milwaukee53206.com>. For additional press materials and official photos, download the MILWAUKEE 53206 Press Kit at: [http://www.milwaukee53206.com/press/press-kit](http://www.milwaukee53206.com/press/press-kit/)/.

For all media inquiries, email [info@milwaukee53206.com](mailto:info@milwaukee53206.com)

**ABOUT {YOUR ORGANIZATION}**

{END RELEASE WITH A SENTENCE OR TWO ABOUT YOUR ORGANIZATION, MISSION, WEB ADDRESS, ETC.}