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NEWS RELEASE

**For Immediate Release
December 2, 2015**

Trader Joe's Set To Release New Fiesta Bundle

BATON ROUGE, La— Trader Joe's has announced the release of their new fiesta bundle set to hit stores Saturday, Dec. 5. The bundle will include an organic salsa, queso dip, guacamole and low calorie margarita mix.

There will be a launch party for the release of the bundle. A live band will be performing, and there will be complimentary food and beverages. This event is open to the public. Door prizes will be available for the first 40 customers and everyone will be able to enter to win a \$1,000 Trader Joe's gift card. The event will be held at Trader Joe's Baton Rouge location on Saturday, Dec. 5, 2015 from 11 a.m. until 4 p.m.

Trader Joe's Co. operates a line of grocery stores in all 50 states and the District of Columbia. All items at Trader Joe's grocery stores are organic. There are no artificial colors, flavors, preservatives, genetically modified ingredients, MSG or added trans-fats in any of the products. There are also recipes available on the website.

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Explanation

I wrote this press release as an assignment for Professor Wilks. We chose a client to represent throughout the semester and I decided on Trader Joes. I was promoting an event to launch a new product.