***{Insert Organization Title}* Celebrates GIS Day**

*{Insert Organization Title} Recognizes Geographic Information Systems' Making a Difference in Society*

**{Insert Organization Location}—{insert release date}, 2018—***{Insert organization title}* will celebrate [GIS Day](http://www.gisday.com/) on Wednesday, November 14, 2018. *{Insert organization title}* has shown innovative application of technology, data collection, geospatial information visualization, and thought leadership through geographic information system (GIS) technology in the field of *{insert organization's field}*.

Over 18 years ago, consumer advocate Ralph Nader presented an idea to Esri founder and president Jack Dangermond: dedicate one day to show how geographic intelligence touches everyone. That led to the establishment of GIS Day, which was first observed in 1999. The explosion of geospatial technology since then has expanded that idea into a global event that demonstrates how far GIS extends into people's lives, and a forum for users to showcase their unique GIS accomplishments.

*{Insert 2- to 3-sentence statement summarizing organization's GIS accomplishments}*

*{Insert organizational quote reflecting on being part of GIS Day celebration:
"Statement about GIS Day," said first and last name, followed by title. "Supporting statement."}*

This November, *{insert organization title}* will join hundreds of organizations from North America, South America, Europe, Africa, Asia, and Australia in hosting gatherings that will serve to ignite the imagination of the future geospatial innovators who will move the planet forward using GIS.

"This is an amazing event where all our users around the world get together to appreciate each other's work, whether it's jumping to action as first responders in flood zones and wildfires, or finding the best place to open a new business," said Dangermond. "We should be proud of the achievements our users make in the field of GIS, and this is a way to celebrate that. So thank you for all your work."

For more information on how *{insert organization title}* is innovating through the application of GIS, visit *{insert yourwebsite.com/relevantsubpage}.*

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**About *{Your Organization}***

*Insert organization boilerplate statement.*

**About Esri**

Esri, the global market leader in geographic information system (GIS) software, offers the most powerful mapping and spatial analytics technology available. Since 1969, Esri has helped customers unlock the full potential of data to improve operational and business results. Today, Esri software is deployed in more than 350,000 organizations including the world's largest cities, most national governments, 75 percent of Fortune 500 companies, and more than 7,000 colleges and universities. Esri engineers the most advanced solutions for digital transformation, the Internet of Things (IoT), and location analytics to inform the most authoritative maps in the world. Visit us at [esri.com](http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.esri.com%2F&esheet=51847109&newsitemid=20180802005258&lan=en-US&anchor=esri.com&index=3&md5=f6b01a84c877f36c9e1d193704332501).

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