



Our Features circuit and Feature Topic Series deliver your themed news to straight to consumers and editors at long-lead publications looking for stories on topics that will interest their audiences. Target the right editors at the right time, maximizing your media results and minimizing your effort.

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## Press Release Distribution

# 2010 Feature Topic Series

## Copy Due Schedule

Dates listed are when copy is due at Business Wire. Transmission dates are 2-5 days after copy due date. Features are generally issued at 4:35 am ET. Italicized topics are supplements to general Topic Series categories; submit your news for the general topic or the supplement.

### January

- 5 Sports & Hobbies I, *Super Bowl*
- 7 Black History Month
- 8 2010 Winter Olympics
- 12 Fitness & Health I
- 15 Valentine's Day I
- 19 Personal Finance I, *Taxes*
- 21 Family I, *Teens & Tweens*
- 26 Valentine's Day II
- 29 Going Green Consumer I

### February

- 2 Technology I
- 4 Fashion & Beauty I, *Bridal*
- 9 Food & Beverage I
- 12 Home & Garden I
- 16 Women's Focus I, *Women's History Month*
- 18 Philanthropy I
- 19 Consumer Focus I
- 23 Arts & Entertainment I
- 25 Diet & Nutrition I
- 26 Small Business I

### March

- 2 Real Estate I
- 4 Seniors I
- 5 Travel & Leisure I
- 9 Easter & Passover
- 11 Sports & Hobbies II, *Fantasy Sports*
- 12 Personal Finance II, *Taxes*
- 16 Fitness & Health II
- 18 Family II, *Men's Focus*
- 19 Workplace & Careers I
- 25 Going Green Consumer II, *Earth Day*

### April

- 6 Education I, *Graduation*
- 8 Diet & Nutrition II
- 9 Family III, *Baby*
- 13 Sports & Hobbies III, *Kentucky Derby*
- 15 Mother's Day
- 16 Technology II, *Electronic Games*
- 20 Arts & Entertainment II
- 22 Home & Garden II
- 23 Asian Heritage Month
- 27 Pets I

### May

- 4 Travel & Leisure II, *Summer Outdoors*
- 6 Small Business II
- 7 Education II
- 11 2010 World Cup
- 13 Fashion & Beauty II, *Bridal & Proms*
- 14 Books, Audio & Video I, *Summer Reading*
- 18 Seniors II
- 20 Consumer Focus II
- 21 Father's Day
- 25 Fitness & Health III, *Wellness*

### June

- 1 Going Green Consumer III
- 3 Family IV, *Teens & Tweens*
- 4 Home & Garden III
- 8 Independence Day
- 10 Workplace & Careers II
- 15 Food & Beverage II, *Entertaining*
- 17 Travel & Leisure III
- 22 Women's Focus II
- 24 Events & Awareness Days Showcase I

## 2010 Feature Topic Series **Continued**

### Copy Due Schedule

Before you write your feature, be sure to read the writing tips on BusinessWire.com If you need help or suggestions when drafting your feature, please contact the experts in our Features Department.

Features@BusinessWire.com

#### July

- 6 Pets II
- 8 Religion & Spirituality I
- 9 Autos & Transportation I
- 13 Family V
- 15 Consumer Focus III
- 16 Travel & Leisure IV
- 20 Back to School I
- 22 Small Business III, *Hispanic Business*
- 23 Going Green Consumer IV
- 27 Diet & Nutrition III
- 29 Technology III

#### August

- 3 Home & Garden IV
- 5 Food & Beverage III
- 6 Arts & Entertainment III
- 12 Seniors III
- 13 Workplace & Careers III, *Labor Day*
- 17 Back to School II
- 20 Sports & Hobbies IV, *Fantasy Sports*
- 24 Hispanic Heritage Month
- 26 Family VI
- 27 Personal Finance III

#### September

- 7 Religion & Spirituality II
- 10 Real Estate II
- 14 Fitness & Health IV
- 16 Fashion & Beauty III, *Bridal*
- 17 Women Focus III, *Breast Cancer Awareness Month*
- 21 Technology IV, *Electronic Games*
- 23 Travel & Leisure V
- 24 Pets III
- 28 Small Business IV
- 30 Going Green Consumer V

#### October

- 1 Halloween
- 5 Books, Audio & Video II, *Winter Reading*
- 7 Autos & Transportation II
- 8 Family VII, Baby
- 12 Diet & Nutrition IV
- 14 Personal Finance IV
- 15 Holiday I
- 19 Philanthropy II
- 21 Education III
- 22 Thanksgiving
- 26 Holiday II, *Gift Guide*
- 28 Home & Garden V, *Do-It-Yourself*

#### November

- 2 Holiday III, *Internet Shopper*
- 4 Fashion and Beauty IV, *Bridal*
- 5 Fitness & Health V, *Wellness*
- 9 Travel & Leisure VI, *Winter Outdoors*
- 11 Food & Beverage IV
- 12 Holiday IV, *Gift Guide*
- 16 Holiday V, *Toys of the Season*
- 18 Workplace & Careers IV
- 30 Holiday VI, *Gift Guide*

#### December

- 3 Diet & Nutrition V
- 7 Holiday VII, *Last Minute*
- 9 Arts & Entertainment IV, *Pop Culture*
- 10 Business Year Ahead 2011
- 14 Travel & Leisure VII
- 17 Resolutions 2011
- 21 Events & Awareness Days  
Showcase II, 2011



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