**July-December 2025 - PR Editorial Calendar**

\*Releases and themes, timing subject to change

* Release – Economic Impact Announcement (no content needed-timing TBA)
* Release - Take Me Out to the Ball Game – (Release July 8, content due July 1)
* Where to Go in 2026 – TURNER Edition – (Release/pitch July 15, content due July 1)

**August**

* Release - Soak up the Last of Summer - (Release Aug. 5, content due July 29)
  + Pitch - Multi-Gen Family Summer Adventures or Escapes (content due July 29)
* Release - Pick-Your Own, Pumpkin Patches, fall markets, fall dinners, fall festivals, fall color road trips, fall-thematic release for experiences - (Release Aug. 21, content due Aug. 14)

**September**

* Release - What’s New for Fall – (Release Sept. 22, content due Sept. 9)
* Release – Immersive Halloween Experiences (including haunted places to stay) – (Release Sept. 30, content due Sept. 23)

**October**

* Release - Slow Travel/Regenerative Travel – (Release Oct. 7, content due Sept. 30)
* Release or Pitch - Indigenous Travel – potential new release or pitch – (Release Oct. 27, content due Oct. 16)
* Release or Pitch - Winter Travel/Charming Holiday Towns - (Release or pitch Nov. 6, content due Oct. 30)

**November**

* Release - Holiday Season/Holiday Lights in Tennessee (Release Nov. 20, content due Nov. 6)
* Pitch – What’s New for 2026 (TURNER Edition) (Content due Oct. 31)
* Pitch – 2026 Travel Trends/TN Tie-In (TURNER) (Content due Oct. 31)

**December**

* Release - What’s New for 2026 (Release late Nov./early Dec. - content due Oct. 31)
* Release - TSW 2026 – songwriter sign-ups – Dec. 11
* Release - Sobercursions – dry-tripping in TN – (Release Dec. 18, content due Dec. 11)