

Subject line: Able Travel presents product demonstration and giveaway!

-- MEDIA ALERT --

ABLE TRAVEL INTRODUCES LINE OF SPECIALTY SUITCASES

Who: Ciara Johnson, travel blogger and influencer, Hey Ciara
Lea Rose Allbaugh, founder and president, Able Travel

What: A product introduction by brand ambassador, Ciara Johnson of Hey Ciara blog followed by a demonstration of Able Travel's newly launched line of suitcases. Attendees will be able to take part in a drawing for a free set of their choosing. An internationally themed lunch will be catered.

Where: Broadway Conference Room in Intercontinental Hotel, 300th West 44th Street, New York, NY 10036

When: Saturday, Dec. 14, 11 a.m.

Overview: Established in 2015, Able Group Travel aims to bring together travelers from around the world while promoting immersive experiences in niche-specific ways. Following the company's growth, Able Travel is launching a new line of specialty suitcases for every kind of traveler. Designed with functionality and convenience in mind, these suitcases come in a variety of colors and styles. From duffle bags, to hefty rolling suitcases and everything in between, all bags include a charging port, RFID protective pocket and security locked pouch.

Able Suitcase sets:

- Trekker Set - for outdoor adventure
- Urban Set - for city explorers
- Tutti Set - multipurpose set appropriate for any kind of traveler
- Capture set - for bloggers, photographers, and anyone with tech gear

To attend, please RSVP to Abletravel.com/suitcases

Contact: Caroline Marolda, Head of Communications, Able Travel
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Strategic Planning:

Purpose: To pique interest in the product demo and event activities.

Target Audience: journalists and the press

Key Messages: keynote speaker, drawing for a suitcase

Comm Channel: email