

FOR IMMEDIATE RELEASE

March 12, 2026

**[YOUR ORGANIZATION NAME] celebrates first International Day of
Ceramics**

*Global initiative highlights the vital role ceramic materials play in modern technology and
everyday life*

[CITY, STATE]—[YOUR ORGANIZATION NAME] is proud to celebrate the first official International Day of Ceramics, a global initiative established by the Japan Fine Ceramics Association, the International Ceramic Federation, and other academic and industry organizations to celebrate and promote the vital role ceramics play in our modern world.

The International Day of Ceramics, observed annually on or around March 12, brings together researchers, manufacturers, educators, students, and enthusiasts worldwide to raise awareness about ceramic materials and their contributions to society.

"[INSERT QUOTE ABOUT WHY CERAMICS MATTER OR WHAT YOUR ORGANIZATION IS DOING TO CELEBRATE]," says [SPOKESPERSON NAME AND TITLE]. "[CONTINUE QUOTE OR ADD SECOND SENTENCE ABOUT YOUR LOCAL ACTIVITIES OR PERSPECTIVE.]"

From traditional clay pottery that has served humanity for millennia to advanced bioceramics used in artificial tissue scaffolding, ceramics represent one of the three major material groups alongside metals and polymers. Applications include electronics, aerospace, medical devices, construction materials, art, and more.

[OPTIONAL: ADD A PARAGRAPH ABOUT YOUR SPECIFIC EVENT, ACTIVITY, OR INITIATIVE HERE. For example: "To mark the occasion, [Organization Name] will host [event description] on [date] at [location]. The event will feature [activities]." Delete this paragraph if not applicable.]

[YOUR ORGANIZATION NAME] invites [members/students/the community/etc.] to join in celebrating this important day. Share your celebration on social media using **#ceramicsday**.

For more information and free resources to plan your celebration, visit **ceramicsday.org**. To learn more about [YOUR ORGANIZATION NAME], contact [CONTACT NAME] at [EMAIL] or visit [WEBSITE].

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About [YOUR ORGANIZATION NAME]

[INSERT 2-3 SENTENCES DESCRIBING YOUR ORGANIZATION. Include founding date if relevant, mission, and what you do.]

Media Contact

[CONTACT NAME]

[TITLE]

[ORGANIZATION NAME]

[PHONE NUMBER]

[EMAIL ADDRESS]

HOW TO USE THIS TEMPLATE

1. Replace all text in [BRACKETS] with your information.
2. Delete the optional paragraph if you don't have a specific event to announce.
3. Send to local newspapers, TV stations, and online news sites 2-3 weeks before March 12.
4. Follow up with a phone call or email a few days after sending.
- 5. Delete this instruction section before sending!**
6. Visit ceramicsday.org for social media graphics, logos, and the Outreach in a Box toolkit.
7. Use #ceramicsday when sharing on social media.