Get our list of press contacts and create SEPARATE mails for each of them. If you know them personally, try to add a special touch to the emails to make them really personal. Stay formal for those you don't know. Send out the mails... And be ready to reply to their questions and responses.

Keep in mind that this can easily take a day with the nr of contacts we have and the replies they might sent.

Done, mails send out on Wednesday. Apologies for not updating this task...
- Copied to report #4082: send press kit added