**Media Release**

For Immediate Release

*[DATE]*

Contact: *[NAME OF CONTACT]*

*[TITLE OF CONTACT]*

*[PHONE NUMBER OF CONTACT]*

*[EMAIL ADDRESS OF CONTACT]*

***[TITLE OF RELEASE]***

[LOCATION] MI— *[Primary and pertinent information should be summarized in the first paragraph, including dates, cost, and location for events, or title of project being launched: The WHO, WHAT, WHEN, and WHERE]*

*[The second paragraph should clearly explain why the event or project is important and to whom: The WHY]*

*[The third paragraph should provide a quote that reinforces the WHY -- why the event or project is important.]*

*[The fourth paragraph should provide more detail. Explain specifically how the event/project connects back to the Grand Vision – via one of the Guiding Principles or the preference for development and growth to occur in areas with existing infrastructure.]*

*[Repeat format of third and fourth paragraphs for more emphasis.]*

(MORE)

For more information, contact *[NAME OF CONTACT]*, via email at *[EMAIL OF CONTACT]* or visit the website: [www.[WEBSITE].org](http://www.[WEBSITE].org) .

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[ADDITIONAL INFORMATION ABOUT THE ORGANIZATION OR GROUP – MISSION STATEMENT OR BACKGROUND]