

## News release

Following is a sample news release to promote your event(s) and/or activities.

### News release

Municipal logo

Contact: (name, phone, email)

### FOR IMMEDIATE RELEASE

NAME OF CITY/TOWN CELEBRATES COLORADO CITIES & TOWNS WEEK, SEPT. 10-16, 2018

Date, City/Town — The City/Town of \_\_\_\_\_ will be participating in Colorado Cities & Towns Week, Sept. 10-16, which highlights and celebrates the value of municipal government and acknowledges the employees and volunteers who make our community a great place to live, work, and play. Municipal government is the level of government closest to most citizens, and the one with the most direct daily impact upon its residents. Through Colorado Cities & Towns Week, municipalities from across the state will participate in activities to showcase and celebrate cities and towns and the many services they provide.

“We are very excited about the upcoming event(s),” said Mayor/City Manager \_\_\_\_\_. “We look forward to connecting with citizens (or youth, or whomever) and celebrating the services that the city/town provides.”

Events planned for the week are (list activities, date, time, and locations).

Colorado Cities & Towns Week is sponsored by the Colorado Municipal League (CML), a nonprofit, nonpartisan organization established in 1923 and represents the interests of 270 cities and towns.

##

#### *Suggestions:*

- *If possible, include a statement from someone that is partnering with you on your Colorado Cities & Towns Week event or activity (a school official, for example).*
- *Include specific information about your city/town, keeping information to the point and brief.*
- *Keep the release to one page or less.*
- *Consider following up with phone calls to your local media to personally invite them to your event(s)*
- *If the public is invited to an event include that in the release and provide details.*