**Headline with a Short News Summary that Mentions the Project and Your Organization.**

*Sub-headline that explains why the project is important*

**CITY, Mich.,** Date – Explain your news in one sentence, including your name, the project and the date of the event. Use the second sentence for additional information, including important partners in the community and statistics about the size and impact of the project.

The second paragraph is a good place to include a quote talking about how the community will benefit from the project from someone involved with development, a regional representative or a member of the legislature.

In the third paragraph, provide more context for the project. Detail the need that led to this project. Outline how the partners involved came together. Explain the planning and preparation stages. Outline valuable input from the community.

If you have another important quote, you can add it here. Again, try to find one that speaks to the community benefit. Quote the shop owner who will be able to provide more services to the town, a local resident who is looking forward to a more vibrant downtown or a partner that is happy to see their community developing.

Now you can bring it home with closing details. If this is a business expansion, you can tell readers to come visit once the building is open to the public. If it’s a park, let everyone know the opening day. You can also highlight big upcoming promotional events after opening.

Write your conclusion, complete with a final summary of the project and any important links readers should know about.

**Include Your Organization’s Story**

Use this space to deliver an overview of your organization, including what you do and where you’re located. Next, tell them your values, achievements, certifications and anything else that will matter to the audience, including the media. Point them to your website and social media platforms here.

**Name of Contact Person**Title  
Phone number  
Email address