

SAMPLE PRESS RELEASE

For Immediate Release

November 18, 2006

Comment [A1]: Date your press release

MAYOR OF BLOOMINGTON DENIES SUPPORT TO SHADY LANE HOMEOWNERS AS THEY FIGHT TO SAVE THEIR NEIGHBORHOOD!

Comment [A2]: Create a catchy headline. Make the reader interested. Make it bold and let it stand out.

Who:
What:
Where:
When:

Comment [CoLA3]: If you are hosting a rally or event, fill out the appropriate information under each line. Who: (organization hosting event) What: Rally for _____ Where: location When: Date and Time

For questions, interviews and information contact:

| | |
|--|-----------------------|
| Bev Adrian- <i>Shady Lane Resident Association President</i> | 952-xxx-xxxx |
| Vanessa Ramirez- <i>Shady Lane Resident Association Vice-President</i> | 952-xxx-xxxx |
| Margaret Kaplan, <i>Housing Preservation Project</i> | 651-xxx-xxxx ext. 107 |
| Ned Moore & Daren Nyquist, <i>All Parks Alliance for Change</i> | 651-644-5525 |

Comment [A4]: Provide contacts for the press that include name and title as well as phone number.

Residents of Shady Lane are running out of time. November 25th is the cut off date for residents to make the decision to buy their park and save their homes from redevelopment. As the days count down the residents will have to continue forward without the support of their Mayor and city officials in trying to prevent 50 families from being left homeless.

Comment [A5]: First paragraph should focus on who what when where and why? Just the facts.

Residents of Shady Lane as well as allies from non profit organizations met with the Mayor of Bloomington, Gene Winstead, and other city officials to discuss the current status of Shady Lane. The city was informed of the plan in place to improve the neighborhood by the non profit organization attempting to purchase the property, Community Health Education Corporation (CHEC). The plan looks to improve the health conditions that after years of negligence by the owner as wells as a failure to enforce health code violations by the city of Bloomington, has left the park in dire need of repairs.

Comment [A6]: The second paragraph should provide more detail into the story.

The city officials have questioned whether the park staying open would be beneficial for the residents.

“I was very disappointed,” says Bev Adrian, President of the Shady Lane Resident Association, “I did not feel I had the support of city officials.”

Comment [A7]: Include a good quote from someone involved in the story.

The day after thanksgiving will determine whether or not 50 families will be displaced from their homes. People of color make up 70% of the park’s population. All residents of the park are considered low to very low income. The impact of Shady Lane closing will disproportionately affect residents that work in Bloomington’s service industry. In looking forward to the next few days Bev Adrian says, “We have our work cut out for us, but we have to keep trying to get our funding from foundations and organizations because at this point, we’re hoping for a miracle”.

All Parks Alliance for Change (APAC) is a statewide non profit organization of manufactured home park residents. Since 1980, we’ve protected the rights of Minnesota’s manufactured home park residents through grassroots organizing and leadership development.

Comment [A8]: Plug in your organizations name and mission at the end.

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Comment [A9]: Lets them know it’s the end of the press release.