



Sample Press Release

Contact information: Organization distributing the press release and who the media should call with questions. Be sure to include the company logo

Heading: Informational and interesting

Basic Information: Who, what, when, where, and why

Property Information: Very brief list of property features

Why We Are Smoke Free: A quote from residents or manager

Live Smoke Free
Smoke-Free Multi-Housing program
Association for Nonsmokers-Minnesota
2395 University Avenue West Suite 310
St. Paul, MN 55114-1512
Phone: 651-646-3005
E-mail: info@mnsnsmokefreehousing.org

[Date]

PRESS RELEASE

FOR IMMEDIATE RELEASE

Media contact: [Your name] – [Your direct phone number]

Customize this press release!
Include details and quotes that represent your building. This press release is presented only as an example; please modify it as needed.

[Apartment Name] Goes Smoke Free

[Apartment name] offers luxury apartment living in a smoke-free environment

SAINT PAUL, MINN. – [Apartment Name] in [city, state], was designed to promote [healthy living/sustainable living/natural surroundings/etc]. On [date smoke-free policy goes into effect], the building began implementing a smoke-free policy that will promote the health its residents. The smoke-free policy covers [all units/the entire property/etc]. [Name of company spokes person], [title] for [company], says the company chose to put the smoke-free policy into effect as a way to prevent secondhand smoke exposure in the building. “The health and well being of residents is our top priority. A smoke-free building is safer and contributes to a better living environment,” [s]he said.

“We want [apartment name] to be a home all residents will enjoy,” said [last name of spokesperson]. “In addition to being smoke free, [apartment name] offers other great amenities for renters.” [Apartment name] features [list several amenities of the apartment units and/or apartment community]. Residents can enjoy a walk by the native wetlands using the community’s recreational trail system.

[Name of building manager], the Property Manager of [apartment name] is excited to see the policy go into effect. [S]he commented, “[Apartment name] is going green, and that it gives us a great opportunity to promote a completely healthy environment for our residents. [Apartment name] is located in [describe unique features of the surrounding neighborhood], so going smoke free was a natural choice.”

MORE



Sample Press Release, Continued

Policy Praise:

A quote from Live Smoke Free or another organization

“[Apartment name] is a beautiful property and the smoke-free policy will enhance their natural, healthy setting. They are doing a wonderful thing for their residents by offering a completely smoke-free living environment,” said Carissa Duke, Community Outreach Coordinator for Live Smoke Free—a program that promotes smoke-free apartment living in the Twin Cities.

Additional Information:

Other policies & contact information

[Apartment name] is the [number] smoke-free apartment building for [Management/Owner company]. [Provide a quick description of other smoke-free buildings managed by the company and mention any company buildings that will be going smoke free in the near future].

For more information on [Apartment name], call [phone number] or visit [web site].

###: Indicates end of the press release

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About Live Smoke Free:

Our information will be listed first if we distribute the press release; if the press release is not a joint effort, you do not have to include our information

About Live Smoke Free:

Live Smoke Free, a program of the Association for Nonsmokers-Minnesota (ANSR), promotes smoke-free policies for apartment buildings in the Twin Cities metro area. Currently, Minnesota tenants seeking smoke-free multi-unit housing largely outnumber the amount of smoke-free units available. Live Smoke Free educates building owners, managers, tenants, and housing industry professionals about the benefits of smoke-free buildings. Live Smoke Free assists building owners and managers with creating and promoting a smoke-free policy for their property. The program also assists renters in finding solutions to secondhand smoke problems. For more information, go to: www.mnsmokefreehousing.org

For additional information, contact Live Smoke Free:

2395 University Ave West, Suite 310
St. Paul, MN 55114-1512
Phone: 651.646.3005
Fax: 651.646.0142
Web: www.mnsmokefreehousing.org

About Your Company:

Your information should be listed first if you distribute the press release

About [Management/Owner Company]:

[Provide a description of your company including the types of housing owned and number of building/units].

For additional information, contact [Company]:

[Contact's name]
[Contact's title]
[Phone number]
[Fax number]
[Web site]