

# Get Active. Live Healthy. Press Release

Included in this file are two “swiss-cheese” press releases, one for a new park opening and the second for new program, etc. This style of press release is called “swiss-cheese” because there are holes or blanks within the press release where you can insert information specific to your department and the ‘Get Active. Live Healthy.’ goals, etc. you feel best fits your message.

## Color Coding:

**Green= Information Specific to Your Department**

**Red = Information related to ‘Get Active. Live Healthy.’**

## “Swiss-Cheese” Press Release: New Park

Press Release: **New Park**

Media Release

For Immediate Release

(Today’s date)

Contact: (Your Name)

(Your Phone Number and e-mail address)

**(Name of Park): It Starts in Parks**

The (Your department) Parks and Recreation Department is pleased to announce the opening of (name of Park) on (date of opening). Hours the park will be open to the public are from (beginning time) to (ending time). The grand opening to be held on (insert date and time) will feature (cite specific actions or activities).

“(Name of Park) is a great resource for our citizens (include 2 or 3 specific benefits from Fact Sheets or Role Information.) (Insert name of Mayor or Department Director). (Name of Park ) amenities include (List amenities and possible corresponding programs).

This park is more than just a space providing amenities, activities, and programs. The center creates an array of benefits for residents. **Select specifics from PR Add-On List that matches activities and programs.**

(Park Name) is located at (address) and is accessible by (cite general driving directions). Parking is available (cite specifics for your facility)

The (List department name) and its staff looks forward to welcoming you and interacting with you at (List name of Park) where residents are now invited to (cite specific activities, i.e. walk on trails, play on swings, etc.)

Call (list area code and phone number) for additional information.

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## “Swiss-Cheese” Press Release: New Program/Season

**Press Release:** Program/Programs (New, Existing, New Season)  
**Color Codes:** Green = Information Specific to your Department  
Red = Information related to ‘Get Active. Live Healthy.’

Media Release

**(Name of New Program or Program Season) – Get Active. Live Healthy.**

For Immediate Release  
(Today’s date)

Contact: (Your Name)  
(Your Phone Number and e-mail address)

The (Your department) Parks and Recreation Department is pleased to announce (a new program offering/ the “specific season” program lineup). (Name of This program /These “season specific” programs) is/are designed to (identify and insert two of the major benefits of this particular program or 3-4 benefits of overall programming.)

The (name of program or seasonal offerings start/starts on (date for one program or range of dates for seasonal programs). Signup for (name of this program or these “seasonal specific “programs begins/begin (insert your process for signup or registration)

(The/these program/programs) is/are more than just an array of ways to provide (insert special focus, i.e. activities for preschooler or craft activities/various activities and offerings to meet the different interests of people. (This program/These programs create/creates) an array of benefits for participants. **Select specifics from CD info.**

The staff and instructors of our department look forward to providing you with this program/ these programs. More specific information about (this program/ these programs) can be (list the specific way your department handles questions, etc.)

Call (list area code and phone number) for additional information.

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