Your REALTOR Association News Release Template

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|  | For further information contact:  Media Contact: Name  Phone (xxx) xxx-xxxx  Email: |

*The following “fill-in-the-blank” news release is designed to help you gain local publicity for your receipt of an NAR* Placemaking Grant

*Place it on your state/ local board/association letterhead with the blanks filled in as indicated.*

* *Include a contact name and phone number at the top of the release.*
* *Send the release to the appropriate editor/reporter at the outlet.*
* *Edit the quote from your spokesperson however you see fit*

**Realtor Association Name is Helping to Enhance (Name of Community) with the Creation of (Project Name)**

City, State (Date) – The [**Realtor® Association Name]** will use a $(amount) Placemaking grant from the National Association of Realtors® to help transform unused space in **[local area]** into vibrant, public destination for community use and enjoyment.

The grant was designed by NAR to ensure local Realtor® Associations are partnering with other neighboring organizations to plan, organize, implement and maintain Lighter, Quicker, Cheaper placemaking projects in their communities

The **[Realtor® Association Name]** will use the funds to **[include a description of how the funds will be used and how members will be engaged in the project]**. They will partner with **[include the names of the organizations you are partnering with on this project]** on this project, who will also be contributing **[include the resources the other partners are contributing to the project].**

“Realtors® live, work and volunteer in their communities and take immense pride in our work to make **[local area’s]** neighborhoods better places to live, work and raise a family,” said **[full name of your spokesperson].** “This grant gives us a tangible, immediate opportunity to identify and address areas in **[local community]** that are in need of enhancement and revitalization and can be used for the greater good. Placemaking can help foster healthier, more social and economically viable communities, and creates places where people feel a strong stake in their neighborhoods and are committed to making things better.”

NAR offers Placemaking Grants to state and local Realtor® Associations around the country to create new public spaces and destinations in a community, such as turning a parking spot into a people spot (parklet) or a vacant lot into a pocket park or garden.

“As the **[local]** area becomes more attractive and welcoming, nearby properties may also increase in value,” said **[last name of spokesperson].**

For more information on the (name of placemaking initiative), visit (web address). To find out more about National Association of Realtors® placemaking program visit, <https://realtorparty.realtor/community-outreach/housing-opportunity>

Realtors® Association Tag Line

The National Association of Realtors® is America’s largest trade association, representing more than 1.4 million members involved in all aspects of the residential and commercial real estate industries.

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