

Next Rockford Platform Support Process—September 2012

SAMPLE NEWS RELEASE/ONLINE POSTING

For Immediate Release

DATE

HEADLINE: Candidate XXXX Supports Next Rockford Platform

Rockford, Ill.---**INSERT NAME, running for INSERT OFFICE,** announced today that HE/SHE supports Next Rockford's platform of advocating for improvements in the business environment; education; urban development cultural improvements; and civic engagement.

Next Rockford members are actively working on numerous issues including promoting economic revitalization and industry diversification; helping grow area businesses and attract new business; developing a thriving public school system; encouraging investment in the downtown region; supporting arts and cultural initiatives; and encouraging civic engagement and volunteerism.

INSERT QUOTE FROM CANDIDATE ON WHY HE/SHE IS ENDORSING THE NR PLATFORM.

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Founded in 2003, Next Rockford is a group of 75 Gen X and Gen Y professionals whose purpose is to shape the future of our community through bold projects and initiatives. Members focus their diverse professional skills and personal background in the following areas: 1) Improve and enhance education at all levels in the Rockford area in order to positively influence economic revitalization 2) create, implement and support plans to retain existing businesses and grow new business opportunities in the Rockford area 3) attract and retain talent, with a special emphasis on encouraging college graduates to bring their skills home to Rockford and 4) develop Rockford as the regional hub for cultural, recreational, educational and commercial opportunities.