press release

To promote the #RuralHomecoming event, use this template to customize an announcement to local media outlets.

FOR IMMEDIATE RELEASE

Media Contact:

{Name}

{Organization}

{Email address}

{Phone number}

{Insert town name} Hosts {name of event} to Celebrate National Rural Homecoming

{Insert town name, state abbreviation} — (insert date) {Insert town name} joins communities across the country that will be hosting events or engaging members of their community as part of #RuralHomecoming. In its first year, #RuralHomecoming was created to honor rural America and kickstart a national dialogue on what being rural truly means. These events will bring communities together to celebrate what makes them so special and give current and former residents a reason to reconnect with their hometown.

{Insert town’s name} own version of this will be a {insert event format}.

What: {event name}

Who: {event partners and sponsors}

Where: {event venue}

When: {event date and start and end time}

Why: {reason for picking this type of event}

How: {any logistical info that needs to be communicated here, as in cost to attend, parking, RSVP needed,etc.}

{Insert quote from local leader organizing event}

The Rural Homecoming campaign concept was developed by the Rural Community Assistance Partnership (RCAP) and the LOR Foundation, and includes a number of other partners across the country making this a local opportunity to participate in a national program focused on rural communities.

“Rural Homecoming lets each community tell their own story,” said Nathan Ohle, Executive Director of RCAP. “It provides an opportunity to eliminate misconceptions about rural America by giving communities an opportunity to open their doors to reconnect people with their hometowns. Rural Homecoming is a celebration of what makes rural America so special that empowers each community to tell their story as part of a larger national partnership.”

“We’re all from somewhere,” said LaMonte Guillory, Chief Communications Officer of the LOR Foundation. “Cities or small towns — coastal or inland — East or West — plains or mountains, the concept of Rural Homecoming allows people to connect with their roots and think about where they came from. It also gives us a chance to talk about the innovation and accomplishments that are happening in rural right now, of which there are many.”

About {insert local org info here}”

About RCAP: RCAP is a network of nonprofit organizations working to ensure rural and small communities throughout the United States have increased capacity to drive access to safe drinking water, sanitary wastewater, economic development and disaster recovery that leads to economic prosperity. To learn more about this work visit: rcap.org.

About LOR: LOR is a foundation that works to increase prosperity in the rural Mountain West, while preserving the character that defines these iconic places. Together with communities, they revitalize main streets, protect clean water supplies, preserve agricultural land and open space, and improve access to the outdoors and recreation.