

MODEL LETTER

How to Set Up a Press Release

You can adapt the following press release whenever your site has an opportunity to issue one. Make sure the information you provide is straightforward and casts your site in a positive light. This type of press release is meant for new or rehabilitated sites, but it's easily adaptable to other newsworthy events at your site.

******* ABC ESTATES NEWS RELEASE*******

FOR IMMEDIATE RELEASE

Aug. 31 2012

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ABC ESTATES COMPLETES \$14 MILLION RENOVATION PROVIDING UP-TO-DATE AMENITIES AT AFFORDABLE RENTS

ANYTOWN, USA—XYZ Management announces the grand reopening of the newly renovated ABC Estates, a state-of-the-art affordable living community in the heart of Anytown's revitalized Doeville neighborhood. In a climate of rising rents and a tight housing market, ABC Estates provides qualified residents with up-to-date amenities at affordable rents.

ABC Estates recently underwent a \$14 million renovation, re-creating 320 oversized apartment homes surrounded by a lushly landscaped property. Each apartment has been equipped with central air conditioning. All kitchens, bathrooms, appliances, windows, blinds, doors, and carpeting have been completely modernized—creating a comfortable environment at affordable rents.

ABC Estates is located at 555 Main Street, within walking distance of the many new shops, schools, and other conveniences of vibrant Doeville. Community tours and leasing information are available Monday through Friday from 8:30 a.m. to 6 p.m. and Saturday from 10 a.m. to 5 p.m. For additional information, please contact ABC Estates at (555) 555-5555, or visit us online at [*Web site address*].