

Media Kit Contents

The following items should be included in media kits. Media kits can be provided to members of the media who wish to know more about the East Coast Greenway. They are also good tools when promoting the ECG to an elected official or other person who may be crucial to your work as an advocate.

- Folder with ECG sticker on front
- Press release/advisory if relevant
- Handout showing where our articles have been placed
- ECG/ECGA fact sheet
- Designated Trail List
- Recent Newsletter
- Maps (ME-FL and relevant state(s))
- State Blueprint for Action
- What you can do to help
- Trail Routing Criteria Memo
- Current State of the Trail Report
- Brochure