

East Coast



Greenway®

To: Editor's Name, Newspaper

Fax: Fax Number Here

Media Contact: ECG State Rep's Name

(123) 456-7890

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**LOCAL TRAIL/CITY WELCOMES CYCLISTS OF EAST COAST GREENWAY'S
INAUGURAL MAINE TO FLORIDA TOUR**

What: Name of Event

When: Day, Date, and Time

Where: Location and address

Who: Local Trail Group welcomes 10 cyclists riding inaugural end-to-end tour of East Coast Greenway, the nation's first long-distance urban, shared-use trail for non-motorized users. In State the East Coast Greenway [runs/will run] distance miles from entry point to exit point. [---
-Insert brief description of event here (speakers, performers, exhibits, etc.)-----]. All community members are invited to attend.

Why: Greenway activity is moving ahead full-tilt all across the nation, especially in the east where volunteers are working to restore public access to our rivers and waterfronts, convert abandoned railroad corridors for new uses, and make our communities more bicycle and pedestrian friendly. However, the linking of these local trails projects to form a connected network of trails is by no means assured. This is where the East Coast Greenway Alliance steps in to provide the vision to make these linkages and the coordination to see that it happens. The East Coast Greenway will serve as an important connector, joining local trail to local trail along a spine route spanning from the Canadian border of Maine to the southernmost point in the U.S., located in Key West, Florida.

Potential Interview: Name of Interesting Person. [-----Insert brief description of this person and why they would make a compelling interview. Include the time the person will be available for an interview and where the person will be should a journalist want to speak with him/her. If the potential interview candidate will not be on hand at the event, be sure to include a phone number and time that person will be available.-----]

Photo Opportunity/-ies: Name of Photo Op — Write one-sentence description of photo op here.
(Suggestions for photo ops: bridges, important handshakes, ribbon cuttings, children, mayors, governors, politicians, action/movement, fountains, bodies of water, important buildings/landmarks, local celebrities)

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