

Elements of a Media Alert

Date

Letterhead

Optional Release Info: Required if you have hot information and want to hold publication to a certain time and date

Day and night phone numbers required. This could be assigned to night shift reporter

Headline with over-line (for more info) Should be the largest type on the page.

5 W's and H-Items-- in order of importance

Media "mission-statement"-- should be on every media release

Good Works, Inc.
1212 S. 56th St. • Upscale, CA 76109 • 761-555-5000

June 26, 1998
For Immediate Release

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(evenings) 555-444-3332

Expanding the American Dream

Help Offered for New Home Buyers

What: A new, expanded counseling program for prospective home buyers of new affordable "American Dream" housing for low- and moderate-income families.

Why: Moderate and low-income families, once priced out of the home-buying picture, have dramatically new and different housing opportunities in reviving areas of the city's west side.

Where: Good Works headquarters, 1212 S. 56th St.

When: 10 a.m.-5 p.m., Saturdays in July—5, 12, 19, 26

How: Good Works, Inc. is doing what they said couldn't be done: it has developed single-family housing that low- and moderate-income families can afford to buy and maintain at salaries of \$30 to \$60,000 a year. Forty homes are being completed in Jonquil Terrace, a new community built on what were once rubble-strewn vacant lots on the west side.

Who: Good Works also runs the city's largest and most respected counseling program to help find and prepare buyers for these homes. The construction is the result of a creative partnership that includes Aetna State Bank, the city's housing department, St. James Episcopal Church, and Housing Partnership, Inc.

Good Works Inc., a 10-year-old community-based nonprofit housing developer, purchases, rehabilitates, and constructs single-family homes in developing areas of Upscale. Through rigorous, respected business practices and close contact with community residents, it is turning affordable housing from a slogan and distant dream into a practical reality.