**Better Places Model Press Release – For Campaign Launch**

**For Immediate Release**

**Enter Date**

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**Local Media Contacts**

Name

Title  
Community/Organization

Email

Phone

**Better Places Crowdfunding campaign launched for  
“Project Name”**

***[$ Dollar Amount] goal to receive a 2:1 matching grant through DHCD’s Better Places program***

**CITY/TOWN –** City/Town residents will soon be able to enjoy [project description] thanks to a recently launched crowdfunding campaign (update link). The campaign is sponsored by the [Vermont Department of Housing and Community Development’s Better Places program](https://accd.vermont.gov/community-development/funding-incentives/better-places) and led by the [Community/Organization].

“DHCD/ACCD quote” said Secretary Kurrle/Commissioner Hanford. “DHCD/ACCD quote”

If the campaign reaches its $ dollar amount goal by deadline (month, day, year) the “Project Name” will receive a matching grant of $ dollar amount from [DHCD’s Better Places program.](https://www.patronicity.com/betterplacesvt)

Click here (update link) for project details and to donate. The funds raised will [describe the projects and elements].

“Insert quote from local project creator” said name, title, “Insert quote.”

Residents, businesses, and neighbors ready to support vibrant public places, community gathering areas, and local opportunities are encouraged to get involved and support these projects. Learn more and donate here.

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**About Better Places**

Better Places is a community matching grant program empowering Vermonters to create inclusive and vibrant public places serving Vermont’s [designated downtowns, village centers, new town centers, or neighborhood development areas.](https://accd.vermont.gov/community-development/designation-programs) The program is led by the Vermont Department of Housing and Community Development in partnership with the Vermont Department of Health, the Vermont Community Foundation, and Patronicity, our crowdfunding experts. The program supports community-led projects that create, revitalize, or activate community gathering areas that bring people together to build welcoming and thriving places across Vermont.