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Sample Media Release for 2013 WCA Legislative Exchange Attendees

Below please find a sample press release that you can send to your local media outlets following this week's WCA Legislative Exchange. Please change generic text and replace with your county's information or use this as a guide to write your own.

If you need assistance or would like a copy of this draft release electronically, please contact Michelle L. Thompson at michelle@thompson-communications.com or at 608.577.9405.

For Immediate Release
Contact: Matthew Sumner
Newcastle County Board Chair
555.555.5555

February 6, 2013

Newcastle County Officials Attend 2013 WCA Legislative Exchange

County-elected officials from Newcastle County were in Madison this week for the Wisconsin Counties Association (WCA) Legislative Exchange.

Newcastle County Supervisors attending the WCA Legislative Exchange on February 5th and 6th included board chair Matthew Sumner, District 12; Jane Doe, District 1; James Smith, District 2 and Mary Johnson, District 5.

Featured speakers at this year's WCA Legislative Exchange, held at the Madison Concourse Hotel, included Governor Scott Walker, Attorney General J.B. Van Hollen, Wisconsin Supreme Court Justice Shirley Abrahamson and Department of Administration Secretary Mike Huebsch.

The full agenda included a comprehensive update on the budget process from the WCA Legislative Team, updates from the WCA Frac Sand Task Force and speakers on topics such as cyber security, the economy and state budget, and effective advocacy efforts.

“The WCA Legislative Exchange is an incredible opportunity to interact and network with our peers from around the state and hear from experts on all the complex issues facing counties, especially in light of the 2013-2015 State Budget, which will be introduced on February 20th,” said Newcastle County Board Chair Sumner. “It is a huge benefit to hear what works from other counties, discuss possible solutions to our shared issues and bring home fresh perspectives that will help us guide our counties into the future.”

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