

**Model Press Release for announcing your smoking restrictions**

**(Your Company Logo Here)**

**FOR IMMEDIATE RELEASE**

**Media Contact:**  
**Contact Name**  
**PR Firm**  
Phone  
Email

**(YOUR COMPANY NAME) IMPLEMENTS SMOKING RESTRICTIONS  
AT (# of) RESIDENTIAL UNITS**

*Insert Sub-heading here such as:  
“All Residents Will Be Subject to New Rules Beginning March 1<sup>st</sup>, 2008”*

**(City, State).** – **(Insert today’s date)** – ABC Management, a **(City, State)**-based real estate investment and management firm specializing in multifamily housing investment opportunities and property management services, has employed smoking restrictions to approximately (#) conventional and affordable housing units. The smoking restrictions will apply to all new residents beginning **(insert date here)**.

*Option One: Sample Paragraph for a Policy with a Single Effective Date for All Residents:*  
**Policy Will Go Into Effect in 60 Days**

All residents were notified of the new policy as of **(insert past date)**. By **(insert future date)**, all apartment units at these properties will be smoking restricted.

*Or Option Two: Sample Paragraph for Phased-In Policies:*  
**Policy Will Be Applied Gradually**

Existing residents, though encouraged to voluntarily comply with the new policy, will be exempt from the policy until **(insert date here)**, when all apartment units at these properties will become smoking restricted.

**(Insert a quotation here from owner/president of company)** --- example: “We have found that residents greatly appreciate the amenity of smoking-restricted living. In addition to the health benefits of a smoking-restricted environment, we can provide residents with cleaner, better maintained units and a reduced fire risk.”)

**(Insert company name's)** smoking restrictions will prohibit smoking inside apartment units and common areas, such as entryways, parking areas, patios and balconies, as well as within 25 feet of any building on the properties/anywhere on the property. Residents will be asked to sign a restricted smoking agreement upon leasing a unit, and they will be responsible for enforcing the policy within their units among inhabitants, guests and visitors.

**About (Insert your company's name)**

**(Insert background information about your company here)**—when the company was founded, where the company is headquartered, what the company specializes in, how many properties and units you have, etc.)

For more information, visit **(insert your company's website here)**.

###