

Your Logo/Hyperlink
Here

Attention-Grabbing Headline

Subhead that expands on the headline or makes a secondary point

Contacts:

Your Name, Coordinator
PR Agency
Telephone
Email

Stakeholder Name, Title
Organization
Telephone
Email

City, State | Month Day, Year — Write an introductory sentence or two (lede) with the most important information. This paragraph should communicate the most newsworthy aspect of your story and convey the impact on your community. Use these examples to help write your lede:

- **Events:** The [Market Research Association](#) is hosting [Competitive Intelligence Workshop](#), a two-day event that will cover methods of gathering, analyzing, and sharing [market intelligence](#) about products, customers, competitors and any aspect of the environment needed to support executives and managers in making strategic decisions for an organization.
- **Accomplishments:** [Dramatic Reductions in the Price of PV Modules](#): According to the latest edition of an annual PV cost tracking report released by the Department of Energy's Lawrence Berkeley National Laboratory (Berkeley Lab), the price of PV modules has significantly reduced, driving down the installed cost of residential and commercial PV systems completed in 2010 by roughly 17 percent. The market for solar PV systems in the United States has grown rapidly over the past decade, as national, state and local governments offered various incentives to expand the solar market and accelerate cost reductions.
- **Activities:** [Additional Funding to Fight Alzheimer's Disease](#): The Obama Administration makes an additional \$50 million available for cutting-edge Alzheimer's research. The Fiscal Year 2013 budget will boost funding for Alzheimer's research by \$80 million as well as an additional \$26 million in caregiver support, provider education, public awareness and improvements in data infrastructure. Together, the fiscal years 2012 and 2013 investments total \$130 million in new Alzheimer's research funding over two years - over 25 percent more than the current annual Alzheimer's research investment.

Follow your lede with a "quotable quote" from your coalition or a stakeholder.

"In the not too distant future, we anticipate that the cyber threat will pose the number one threat to our country", said FBI Director Robert Mueller in his speech of March 1, 2012, at the RSA Cyber Security Conference.

Place picture emphasizing your story.



Write a few paragraphs that provide greater detail about your story, including the who, what, where, when, and how. Insert another quote or two from a key player or someone who will benefit from your activity. Conclude with information about your organization.

Our online publication MarketIntelligence.org brings the latest market intelligence to your fingertips. Our situational awareness reports help decision-makers to identify, process, and comprehend the critical elements of information about markets and technologies. Here you'll find new market study announcements, market analysis briefs and technology insights.

Add a sentence or two about your organization and its accomplishments.

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