**<Logo>**

**FOR IMMEDIATE RELEASE – <Date>

Contact:**Name
Phone
Email

**GOCO Contact: <optional>**Rosemary Dempsey
Director of Communications
303-226-4530
rdempsey@goco.org

**Headline <Use active voice, e.g., GOCO awards $X grant to X for X>**

*Sub-headline*

YOUR LOCATION – The Board of Great Outdoors Colorado has approved $X for X project.

<Body of release>

*Include information describing your project and why it is important. Make sure to include details about the impact of the project on the community, information about community grassroots efforts, etc. You want your story to be compelling to members of the media.*

*The text should be engaging without being too informal or long-winded. Your release should be no more than one page.*

*For formatting and any other questions, please contact Rosemary Dempsey at* *rdempsey@goco.org**.*

*Include the following boilerplate information about GOCO at the end of the release:*

**Great Outdoors Colorado (GOCO)** invests a portion of Colorado Lottery proceeds to help preserve and enhance the state’s parks, trails, wildlife, rivers, and open spaces. GOCO’s independent board awards competitive grants to local governments and land trusts and makes investments through Colorado Parks and Wildlife. Created when voters approved a Constitutional Amendment in 1992, GOCO has since funded more than 5,800 projects in urban and rural areas in all 64 counties without any tax dollar support. Visit [GOCO.org](http://www.goco.org) for more information.

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