**Property Owner Announcing New Construction Smoke-Free**

**Press Release Template**

For Immediate Release: **(Insert Date)** Contact: **(Insert Name, Phone #)**

**(INSERT COMPANY) TO OPEN NEW SMOKE-FREE APARTMENTS, BUILDING**

**Both property owners and residents benefit**

**(Insert CITY, WI)** – The **(insert company name)** today announced that it is opening its apartment buildings/units 100% smoke-free starting **(insert date)**.

“When we looked at the benefits of going smoke-free, it just made sense,” said **(insert name, title and company)**. “We feel this is the right thing to do to protect our residents from the dangers of secondhand smoke and keep the building and its units in great shape for the long term.”

Secondhand smoke contains at least 250 harmful chemicals, including at least 69 cancer-causing chemicals like Arsenic and Benzene. The US Surgeon General warns that there is no safe level of exposure to secondhand smoke.

“Unfortunately, secondhand smoke can’t be contained,” said **(insert name of public health expert)**, who provides companies with information on the benefits of smoke-free housing. (Expert name) also noted that secondhand smoke moves from unit to unit through shared ventilation systems and clings to surfaces like carpet, fabric and walls.

Smoke-free buildings are popular too. A recent study found that 72% of Wisconsin residents who keep their units smoke-free (but live in buildings that allow smoking) would prefer a smoke-free building.

“This is truly a win-win from a health and business standpoint,” said **(insert business contact)**. “Being smoke-free will make it easier to clean and turnover our units and it also greatly reduces the risk of a fire occurring in the building.”

**(Insert paragraph on how the company will move forward—steps its taking to make residents aware of the policy, etc.)**

“We believe this policy makes sense for everyone,” said **(insert business contact name)**. “Based on the high demand for smoke-free living spaces, we expect a very positive reception from residents.”

**(Insert company boilerplate language if sent by the company or coalition/network boilerplate language if sent out by network or coalition)**