**Coordinators Celebrating/Congratulating New Construction as SF**

**LTE and Press Release Templates**

Included in this document:

* LTE - Coalition celebrating new property opening smoke-free
* Press Release - Coalition celebrating new property opening smoke-free

**[LTE: New Construction – Coalition Celebrating Opening Smoke-Free]**

Dear Editor,

I’d like to thank **(rental company/apartment name)** for its recent decision to open its new **building/property** smoke-free. This decision means **(Property Name)** future residents will have a healthier, safer place to live.

It’s well known that secondhand smoke is a major health problem.

**(Insert description of the dangers of secondhand smoke—no safe level of exposure, takes a heavier toll on kids, etc.)**

**(Rental company/apartment name)** will see numerous benefits from this decision as smoke-free buildings and units are:

* Easier to clean and turn over quickly
* Safer because of the reduced risk of fires caused by smoking
* Healthier for all residents since up to 60% of the air leaving an apartment leaks into the unit next door

The bottom line is that smoke-free housing saves property managers money and hassle and improves the health of residents.

We commend **(rental company)** for paving the way on a policy that’s a win-win for residents and property managers.

For those rental companies interested in learning more about smoke-free multi-unit housing, visit [www.wismokefreehousing.com](http://www.wismokefreehousing.com)**. (You can also include your own contact information if desired).**

Sincerely,

**[Press Release: New Construction – Coalition Celebrating Opening Smoke-Free]**

Date: Contact:

**PROPERTY COMPANY NAME OPENS SMOKE-FREE BUILDING**

**(COALITION/ORGANIZATION NAME) Offers Help to Property Companies Looking to Go Smoke-Free**

(**PROPERTY MANAGEMENT COMPANY NAME**), which manages (**NUMBER**) rental properties in the (**INSERT GEOGRAPHIC AREA**), announced today that (**NAME OF PROPERTIES**) will open smoke-free as of (**DATE**). (**PROPERTY COMPANY CONTACT**) cited the growing demand for smoke-free living and the high cost of cleaning smoking apartments as the primary reasons for the decision.

“We want our apartment buildings to be a home all residents will enjoy,” said (**PROPERTY CONTACT NAME**). “Up to 60 percent of the air in an apartment filters in from surrounding units. Smokey air from a neighbor’s unit can harm that living environment. We see this as another great benefit we can provide to our renters.”

(**COALITION/GRANTEE NAME**) is helping **(PROPERTY COMPANY)** prepare for the opening as part of the Clear Gains campaign. Clear Gains is a statewide initiative to inform property management companies of the benefits of voluntarily making their properties smoke-free.

“We are excited to see (**PROPERTY COMPANY NAME**) take this positive step to improve the health of their residents,” said (**COALTION/GRANTEE CONTACT**). (**CONTACT NAME**) hopes (**PROPERTY COMPANY’S NAME**) policy is the beginning of a trend in the (**CITY/COUNTY**) area.

“We expect to see more and more buildings go smoke-free as property managers become aware of the health and economic benefits of going smoke-free.”

(**COALITION/GRANTEE**) shared that a number of resources are available for property managers at the Clear Gains campaign website [www.wismokefreehousing.com](http://www.wismokefreehousing.com), including lease language, timelines for implementation, compliance letters and policy reminders. “The site is pretty comprehensive, but if you don’t see something that you need, let us know and we’d be happy to work with you.”

For more information, contact (**COALITION/GRANTEE CONTACT**) at (**PHONE NUMBER/EMAIL**).