**Property Owner Announcing Going Smoke-Free**

**Press Release Template**

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

**(INSERT COMPANY) TO GO SMOKE-FREE IN APARTMENTS, BUILDING**

**Both property owners and residents benefit**

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

“When we looked at the benefits of going smoke-free, we decided now is the time to make the switch,” 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.”

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 provided **(Company name)** with information on going smoke-free. **(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).** “Going 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).** “The initial response from residents so far has been extremely positive.”

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