



Official Press Release

from the Alabama League of Municipalities



FOR IMMEDIATE RELEASE

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Live Locally Alabama Campaign Launch

Empowering municipalities and encouraging civic engagement

MONTGOMERY, AL – The Alabama League of Municipalities (ALM) is excited to announce the launch of its quality-of-life campaign entitled Live Locally Alabama. The goal of this initiative is to encourage civic engagement, instill community pride and highlight the crucial role municipal government plays in the daily lives of Alabama’s citizens.

Alabama is made up of 465 cities and towns of various sizes, each with their own strengths and challenges. The campaign aims to provide strategic resources and one-on-one consultations for municipalities to help them improve how they showcase their uniqueness and remind citizens of the quality-of-life services they provide.

“Every municipality has a story to tell, and we want to ensure we are providing local officials with tools to help them better promote what an incredible state we live in to prospective businesses, visitors and all those that call Alabama home,” ALM Executive Director Greg Cochran said. “Live Locally Alabama is about empowering local officials and their citizens to join together to boost local economies and continue to create a sustainable future for our state.”

Alabama is rich in cultural history, home to a growing number of attractions and recreational activities and has an abundance of natural resources for families to enjoy. Through public safety, infrastructure improvements, economic investment, education, workforce development and community grants and opportunities, local governments are the cornerstone for creating sustainable futures for local communities.

“No matter if you live in a small town or a big city, it takes all of us working together to strengthen our communities and elevate the value in each of them,” ALM President Mark Saliba, mayor of Dothan, said. “On behalf of Alabama’s 465 municipalities, I encourage the public to support the Live Locally Alabama campaign and invest in being more involved in and supportive of their local communities.”

Citizens can get involved by attending council meetings and community events; engaging in elections; building relationships with local and state leaders; volunteering; and participating in community initiatives and improvement projects.

Learn more about Live Locally Alabama at: <https://almonline.org/LiveLocallyAlabama.aspx>.

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About ALM:

The Alabama League of Municipalities is a nonpartisan membership association of over 450 incorporated cities and towns. Since 1935, the League has worked to strengthen municipal government through advocacy, training and the advancement of effective local leadership. As the recognized voice of Alabama's cities and towns, the League's member municipalities benefit from a variety of member programs, services and activities that are impossible to accomplish alone. Learn more at almonline.org.

Attached is the Live Locally Alabama campaign logo.

View the Live Locally Alabama video here: <https://youtu.be/WNWW4UU3RwE>.

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