

**LIFE, WELL RUN**

## BLOG POST

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**If your association hosts a blog, you may want to consider posting this short article on it or sharing the article with members to post on their own websites. It will help to spread the word about how to get involved in the *Life, Well Run* campaign.**

Today, few people understand the critical role that professional local government management plays in creating communities that people are proud to call home.

A *Harris Interactive* poll found that while a third of citizens know that professional city managers oversee the day-to-day operations of their communities, only five percent can describe what a professional manager does or the important role he or she plays in shaping a community. [STATE ORGANIZATION], in partnership with ICMA (International City/County Management Association), is looking to change that with a new campaign, and we hope you'll help.

*Life, Well Run* is an opportunity to highlight the critical value that professional local government managers deliver to the communities we serve. It is designed to raise public awareness of how professional managers build effective local government and great communities. It also aims to inspire the next generation of professional local government managers.

You may already have seen the *Life, Well Run* online and print ads designed to highlight the effective partnership that occurs between elected officials and the professional managers they employ. To continue the momentum of *Life, Well Run* in [YOUR STATE], we encourage you to do the following:

- Visit [icma.org/LifeWellRun](http://icma.org/LifeWellRun) to access campaign resources;
- Link to [LifeWellRun.org](http://LifeWellRun.org) on your website;
- Follow the campaign on [Facebook](#) or [Twitter](#); and
- Expand the campaign's reach by sharing its posts on Facebook or re-tweeting its messages.

*[We also encourage you to take a look at the videos we have posted on our website [insert link] and share them with others who may be interested in professional local government management.]*

To learn more about the campaign, visit [LifeWellRun.org](http://LifeWellRun.org) or contact [insert name and email] to learn about *Life, Well Run* in our state.