

LIFE, WELL RUN

BOILERPLATE LANGUAGE

The following language is a basic description of the *Life, Well Run* campaign that you can include in any written materials.

Life, Well Run is a program designed to raise awareness of and appreciation for the value that professional government managers bring to building ethical, effective, and efficient local government in more than 73 percent of cities, towns, and counties across America with a population of 2,500 or more. Whether it is a decision between bike lanes or parking lanes,

green space or garage space, a courthouse or convention center, professional local government managers are the people behind these decisions, turning policy into action and visionary ideas into tangible results. Professional managers help make good communities great, giving us a place we're proud to call home. To learn more, visit LifeWellRun.org.