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**August 8, 2011**

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### **Strong Cities | Strong State Campaign to Tout City Success Stories, Impacts of Local Government on Vibrant Communities**

**Atascadero, Calif.** – Today, the League of California Cities and the California City Management Foundation (CCMF) initiated an innovative campaign focusing on the centrality of local services to vibrant communities and a prosperous state.

“Strong Cities | Strong State,” launching today with a profile of the city of Atascadero, is designed to communicate the importance of local government in California residents’ everyday lives, and the people at work delivering critical municipal services.

With the "Strong Cities | Strong State" website ([www.strongcitiesstrongstate.com](http://www.strongcitiesstrongstate.com)) as the centerpiece, the campaign will broadly promote city success stories alongside profiles of the elected city officials and city managers working together to build and maintain a high quality of life for California city residents.

“The California City Management Foundation is proud to present “Strong Cities | Strong State” as a means for local government leaders to communicate their cities’ dedication and innovation in providing critical services,” said Wade McKinney, CCMF president and city manager of the city of Atascadero. “My city council in the city of Atascadero has been excited to collaborate on our city profile, and look forward to engaging our residents with this new tool.”

The Strong Cities program provides a first-of-its-kind platform for showcasing California cities’ success stories, pairing these achievements with testimonials from community leaders and emphasizing specific city services and community characteristics.

Moreover, “Strong Cities | Strong State” will promote the innovation and experience of local officials in delivering vital services at a time when this expertise is vitally needed by state leaders struggling with fundamental issues of governance. The successful passage of Proposition 22 in November 2010 is the most recent demonstration that Californians hold their local communities and cities in high regard along with the services they provide. “Strong Cities | Strong State” will help position cities as vital, necessary and equal partners in building a better California.

“The League is pleased to collaborate with the City Management Foundation to present the best of what California cities have to offer as we all work together to build a strong state,” said Modesto Mayor Jim Ridenour, League of California Cities president.

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The "Strong Cities | Strong State" campaign will profile individual cities, with a goal of highlighting all California cities over the coming 18 months. Profiles will include photos, videos and other media articulating how each individual city has been working to both provide essential services, as well as elevate the quality life of its residents. Success stories will range from public safety initiatives to educational partnerships, infrastructure improvements to community engagement strategies and more.

“The League partnered with the California City Management Foundation on "Strong Cities | Strong State" because we want to give the public the opportunity to celebrate their community, quality of life and the services they enjoy while also learning about cities and the successful partnership between city elected officials and city managers in maintaining those services,” said Chris McKenzie, League of California Cities executive director.

Visit “Strong Cities | Strong State” at [www.strongcitiesstrongstate.com](http://www.strongcitiesstrongstate.com).

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