**HOMETOWN PRESS RELEASE**

Below is a sample press release that describes the importance of cities and towns participating in the ICSC annual conference in Las Vegas. Please feel free to copy, personalize and send this release to news outlets in your area.

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**[YOUR LETTERHEAD OR SEAL]**

**For Immediate Release: Contact:**

**[Insert date]****[Insert your organization’s contact information]**

**<NAME OF CITY/ORGANIZATION> Representatives Meet Key Retail Real Estate Leaders at Annual ICSC RECon Event**

**LAS VEGAS, Month Day, 2016** –This month, thousands of public officials will gather to meet with over 35,000 attendees at the largest retail real estate event in the world to seek out potential private partners and development opportunities for their communities. In an effort to promote additional economic development, enhance the local tax base, and create new jobs, **<Your Name>** will travel to Las Vegas to attend RECon, the annual global conference sponsored by the International Council of Shopping Centers (ICSC).

The four-day event features educational sessions on retail and economic development issues, engaging keynotes, and myriad networking and deal-making opportunities. Last year, RECon’s more than one million square-feet of exhibiting space expanded to include SPREE, spotlighting the cart, kiosk, and specialty retail sector; the Leasing Mall, attended by retailers, developers, leasing agents, brokers, and public sector professionals; and the Marketplace Mall, featuring the industry’s top product and service providers – providing further ground to bolster ICSC’s estimate that approximately 50 percent of all industry deals are conceived of or consummated at RECon.

“ICSC’s RECon is an opportunity like no other if you are trying to create or encourage any type of retail real estate development in your community,” **<Your Name>** said. “In just four days we will be able to meet and build relationships with the leading shopping center developers, owners, and retailers who may not have otherwise been aware of the economic development opportunities in our community.”

In addition to the public officials who attend the event, nearly 100 cities, economic development agencies, and other public sector groups will exhibit at this year’s convention. Public sector groups began exhibiting at the event in 1982 as a way to increase awareness about the development opportunities in their communities.

**If your city or group is exhibiting at RECon you may wish to include this paragraph:**

The **<City or Group Name>** booth will feature information about **<Insert details about your city or development opportunities>**. During the convention, members from **<City or Group Name>** plan tomeet with shopping center owners, developers and retailers, and highlight **<Insert Name(s) of Projects>***.*

**About ICSC:**Founded in 1957, ICSC is the global trade association of the shopping center industry. Its more than 70,000 members in over 100 countries include shopping center owners, developers, managers, investors, retailers, brokers, academics, and public officials. The shopping center industry is essential to economic development and opportunity. They are a significant job creator, driver of GDP, and critical revenue source for the communities they serve through the collection of sales taxes and the payment of property taxes. These taxes fund important municipal services like firefighters, police officers, school services, and infrastructure like roadways and parks. Shopping centers aren’t only fiscal engines however; they are integral to the social fabric of their communities by providing a central place to congregate with friends and family, discuss community matters, and participate in and encourage philanthropic endeavors. For more information about ICSC visit [www.icsc.org](http://www.icsc.org) and for the latest news from ICSC and the industry go to [www.thecenterofshopping.com](http://www.thecenterofshopping.com).

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