



# @AZCITIES WORK

## Highlighting Vital Services Cities & Towns Provide

The League is pleased to present Arizona Cities @ Work, an ongoing and collaborative effort to promote the services Arizona cities and towns provide citizens of Arizona. The educational resources for this campaign will allow cities and towns to customize materials that highlight individual employees and "heroes," as well as innovative programs and services. These materials, pictured below, will be included in an online, downloadable flip book that will be sent to cities and towns in early Summer.

### Key Components of Arizona Cities @ Work:

- Online flip book of campaign assets that are customizable for your city or town, including: logos, usage guidelines, key messages, posters and ads for various municipal platforms.
- Arizona Cities @ Work website: [www.azcitieswork.com](http://www.azcitieswork.com), and accompanying social media including videos, Twitter, and Facebook.
- Branding opportunities for municipal/community events

### When to Expect Materials:

- The website, [www.azcitieswork.com](http://www.azcitieswork.com), is live! Check it out and follow us on Facebook, Twitter and YouTube.
- The materials booklet will be sent to cities and towns in early Summer

### What we need from you:

- Assistance in disseminating the Arizona Cities @ Work message to your residents through existing channels, e.g. newsletters, your website, Channel 11, utility bills and other platforms
- Content for [www.azcitieswork.com](http://www.azcitieswork.com) to keep the site populated with municipal success stories, which demonstrate the work cities and towns are doing for Arizona communities
- Information on community events where Arizona Cities @ Work can have a presence or table



### Questions? Ideas?

Please contact Matt Lore or Mary Vinzant at the League at 602-258-5786.