



Press Release

City of Edmonds

Mayor Gary Haakenson

January 23, 2009

For Immediate Release

City newsletter changes to online only

(Edmonds - WA) In an effort to save taxpayer dollars and become more environmentally friendly, the City newsletter, the "Update on Edmonds," recently changed from being mailed as a paper copy to homes and businesses to online-only distribution.

The quarterly newsletter was the brainchild of former Economic Development Director Jennifer Gerend, and the first issue arrived in homes and businesses in April 2006. City staff developed the newsletter as a way of informing citizens about City projects and activities.

"We still feel the newsletter is a valuable tool for staff to communicate with citizens about important topics," said Mayor Gary Haakenson. "It's been well received by the public, and we continually get positive comments from readers."

The decision, therefore, was made to continue production of the newsletter, which takes some staff time but no additional funds. Instead of mailing it, the newsletter will be posted on the City's website, as well as emailed to interested citizens.

Future plans may include transforming the layout into an internet newsletter; until then, the general format will remain the same as the previously mailed version.

"Not having to worry about printing costs gives us more flexibility," said Linda Carl, executive assistant to the Mayor and editor/publisher of the newsletter. "For instance, we can add pages and use full-color pictures without affecting costs."

The yearly cost savings to the City is just under \$30,000 for quarterly distribution. Anyone interested in being added to the email distribution list should send their email address to newsletter@ci.edmonds.wa.us.

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