**N E W S R E L E A S E**

**FOR IMMEDIATE RELEASE:** **[DATE]**

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**[COUNTY NAME] earns top honors for [PROGRAMS/ISSUES/TOPICS]**

**WASHINGTON – [COUNTY NAME’S NAME OF INITIATIVE(S)]** has been selected as one of the 100 Brilliant Ideas at Work from the National Association of Counties (NACo). As part of NACo President Bryan Desloge's presidential initiative, the 100 Brilliant Ideas illustrate the best innovations in county government.

NACo recognized **[INSERT PROGRAMS, AWARD CATEGORIES AND INFORMATION ABOUT THE PROGRAMS]**

**[INSERT QUOTE FROM COUNTY OFFICIAL]**

NACo President Bryan Desloge said, “These brilliant ideas can serve as examples for counties across the country. Though no two of America’s 3,069 counties are exactly alike, many face similar challenges and can learn from one another’s ideas and experiences.”

The 100 Brilliant Ideas will be showcased in an interactive, online publication released this July to serve as a resource for counties pursuing similar objectives. NACo will also recognize the winners at its [2017 Annual Conference and Exposition](http://www.naco.org/events/nacos-82nd-annual-conference-exposition) July 21–24 in Franklin County, Ohio.

Each of the 100 entries were selected from the top [NACo Achievement Awards](http://www.naco.org/blog/2017-achievement-award-winners-announced) in 18 different categories that reflect the vast services counties provide. The categories include children and youth, criminal justice, county administration, information technology, health, civic engagement and many more. Started in 1970, NACo’s annual Achievement Award Program is designed to recognize innovative county government programs. Each nominee is judged on its own merits and not against other applications received.

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*The National Association of Counties (NACo) unites America’s 3,069 county governments.  Founded in 1935, NACo brings county officials together to advocate with a collective voice on national policy, exchange ideas and build new leadership skills, pursue transformational county solutions, enrich the public’s understanding of county government and exercise exemplary leadership in public service.  Learn more at* [*www.naco.org*](http://www.naco.org)