

SHELBY TOWNSHIP PRESS RELEASE

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Shelby Township launches new community outreach tool, web platform

Whether it's a place to call home, a walk in the park or opening a business, Shelby Township is letting the world know that there is no "Better" place than within its municipal borders.

A new platform on www.shelbytp.org labeled "Grow With Shelby" features the amenities that make the township a "Better Place To Do Business," a "Better Place To Live," a "Better Place To Learn," and a "Better Place to Play."

"This is a very exciting tool for our residents, the metro Detroit region and anyone across the globe that comes across www.shelbytp.org," Township Supervisor Rick Stathakis said. "This takes all the amazing things that make Shelby Township a dynamic, amazing community and puts them in one place. It shows everyone, worldwide, what our residents and taxpayers already know. There really is no 'Better' place than Shelby Township."

Deputy Supervisor Brad Bates and Community Relations Intern Chelsea Schneider organized the initiative. The "Grow With Shelby" pages can be found on all www.shelbytp.org pages in the top menu bar in the space previously occupied by the "Our Community" menu option.

"I was working on some similar projects when Chelsea came aboard, and she gave us some added insight from outside Township Hall on how to really package these resources into a format that makes sense on a global scale," Bates said.

The initiative takes many of the resources and tools that were previously on the township's website and streamlines them into a one-stop shop for anyone looking to move to the township, locate a business in the township or simply enjoy an afternoon at one of its parks.

"Once we started to look at all the pages created by different departments on the township's website, we saw there was a lot of really great information already there, but it was a little too hard to find," Schneider said. "Grow With Shelby allows us to put the Township's best face forward for all to see."

To help promote the initiative, the Township unveiled a new social media platform with an official Charter of Shelby Township blog at shelbytp.wordpress.com.

On the blog, community members will be able to post daily or weekly updates on information such as businesses, events, individuals and organizations, as well as photographs through the "Share Your Shelby Township" button.

Throughout the months of April, May and June, Shelby Township will be having a Share Your Shelby Township Contest where blog postings will be entered for a chance to be featured in an upcoming issue of the Shelby Township Newsletter.

"It's one thing for Township Hall to tell the world that Shelby Township is a great place to be, but we know the best vote of approval comes from our residents," Stathakis said. "I am excited to see the type of feedback we get, and I can't wait to share it with the world."

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