

September 22, 2015

## **For Immediate Release**

### **CITY OF LAFAYETTE TAKES NEXT STEP TO BECOMING AMERICA'S BEST COMMUNITY Callout for Area Children to Help Bring Home The Top Prize**

LAFAYETTE, Ind.– In its bid to reach the semifinal round of the America's Best Communities competition—and eventually bring home a cash prize for economic revitalization—the city of Lafayette is issuing a callout to local parents with school-aged children who can play a key role.

During focus groups on Sunday afternoon, September 27, children in first, second or third grade can offer their ideas on the future and ways they enjoy learning. Researchers of Purdue's Brian Lamb School of Communication will conduct the focus groups from 3 to 5 p.m. at MatchBOX Coworking Studio in downtown Lafayette.

Parents can visit [LearnLiveLafayette.com](http://LearnLiveLafayette.com) to sign up and learn more. Every child who participates will receive a \$5 gift card to Subway.

Older children and those unable to attend a focus group can provide their input through an online survey available at the same website—[LearnLiveLafayette.com](http://LearnLiveLafayette.com). The survey will take less than 15 minutes, and all families that complete it can choose to be entered into a drawing to win one of three \$50 Amazon gift cards.

The kids' ideas will provide pertinent information for the team that is preparing Lafayette's quarterfinalist submission to the America's Best Communities competition—a \$10 million initiative to stimulate economic revitalization in small towns and cities across the country. Frontier Communications, Dish Network, CoBank, the Weather Channel, and Staff Management are the sponsors of this competition.

In April, Lafayette was announced as one of the 50 communities moving to the quarterfinalist round and received \$50,000 to develop an economic revitalization project plan for the community. The city will submit its plan in November, and in January 2016, the top 15 communities will be selected as the short list of semifinalists. These cities will move on to compete for the top prize of \$3 million for first place, \$2 million for second place and \$1 million for third place.

“We cannot wait to hear what the bright young minds of Lafayette have to say about their future careers and how the community can help them,” says Mayor Tony Roswarski, who will hold a press conference about the events on Tuesday, September 22. “The team putting our plan together for this competition didn't want to make assumptions about what kids need or want. So, we're going directly to the source. I encourage all families to get involved.”

Purdue researchers will lead the focus groups, which will each consist of three to five children. Kids will answer questions about what they imagine might be their future careers, what excites them about learning, what they think the future will be like and how the community might help them. The research team may also ask the children to complete and reflect on tasks, such as drawing a picture of themselves doing work that they think would be interesting and fun. Each session will be videotaped and photographed.

MatchBOX is located at 17 South 6th Street, Lafayette, IN 47901.

For more information about the America's Best Communities competition, visit [www.americasbestcommunities.com](http://www.americasbestcommunities.com).

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