

FOR IMMEDIATE RELEASE

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Soft Landing Missoula Launches City-wide Sign Campaign to Celebrate Missoula as a Welcoming Community

Missoula, MT, September 7, 2018- It has been three years since Soft Landing Missoula was formed with the mission of helping Missoula to be a welcoming, supportive, and informed community that can assist refugees to integrate and thrive. In this time, we have been strongly uplifted and supported by this incredible community. We have now created a visual way to celebrate Missoula's commitment to a welcoming community for all and proclaim loud and clear what Missoula has taught us- that **Together, We are Missoula**.

"In countless ways, Missoula has shown us more love than we ever could have imagined" says Mary Poole, Executive Director of Soft Landing Missoula. "For so many, welcoming refugees and immigrants embodies the values we share as a city: kindness, inclusiveness, openness, access to opportunity for all, and a fierce fight for the underdog."

Our "Together, We Are Missoula" sign campaign encompasses 24 languages, notably including three languages of people native to this region. We will use yard signs, window clings, stickers, downtown banners, public art spaces and even a specially designed beer can to proclaim a message of unity across lines of country of origin, culture, and language for neighbors both new and old. We join the growing number of communities who recognize that being a welcoming community for all makes us stronger economically, socially, and culturally. This campaign will be the first large public display of the values of Soft Landing since we organized a march in March 2016 that was attended by more than 1,000 people. With this city-wide campaign, endorsed by the City of Missoula, we will show that Missoula is the kind of place where diverse people feel valued and want to put down roots. We ask that all join with us in embracing the unity in community and exclaiming that **Together, We Are Missoula!** For more information, find us on our website: softlandingmissoula.org/together

While this is an ongoing initiative, we will be doing an initial launch at our Welcoming Week kick-off event on **Friday, September 14 from 5 to 8 p.m. at Imagine Nation Brewing**. Join us to sip on the limited edition TOGETHER Global Pale Ale, brewed exclusively for Soft Landing Missoula, while partaking in a global trivia game. Save room for shawarma and falafel from the incredibly talented Ammar Omar of Kamoon Arabian Cuisine.

A huge and special thanks to our partners Imagine Nation Brewing, Gecko Designs, and Sushi Hana for helping to make this happen, as well as Jennifer Prinzing at Social Club 406 for the incredible design work.