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FOR IMMEDIATE RELEASE

Better Manchester Magazine Goes Online and Brings #HappyThings to The Community.

MANCHESTER, CT - During one of the hardest times in history, The Department of Family, Leisure, and Recreation in collaboration with the Town's Communications Office saw an opportunity to amplify the way we connect, share, and engage with one another by bringing Better Manchester Magazine online.

"Over the past 10 years, Better Manchester has served the Manchester community by bridging the communication gap between policymakers and the community. While the current pandemic situation has posed many new challenges for the community, we hope to continue to provide relevant, timely, and meaningful updates, stories, and news," said Christopher Silver Director of the Leisure, Family, and Recreation Department.

The new Better Manchester offers access to captivating stories, uplifting ideas, and helpful community updates, focused around physical health, mental health, and creative activities for all. The online website can be accessed on any device at any time and can be translated in over 50 languages.

"The Manchester community is looking for new and more accessible ways to connect and access information. Our hope is that the new Better Manchester meets these needs and helps bring people together in a time where we have to be apart," said Nicolas Arias Recreation Supervisor.

Now that Better Manchester is online, it's brought a plethora of added benefits to the community:

- Timely and seasonal information.
- Weekly stories, ideas, and suggestions for children, youth and families focusing on, but not limited to *human interest stories, activities to promote mental and physical wellness, creative ideas for families, latest town COVID-19 updates, department updates, and just things that make people happy and more.*
- Continuous connection and two-way communication with the community.
- Expanded information and updates from participating Town Departments and Divisions.
- A communal place for residents to share pictures, activities ideas, etc. via the Better Manchester e-newsletter.

In an effort to grow community engagement Better Manchester features a user-generated content section with personalized interactive activities each month for people to engage, share, and connect with. This month's page features the #HappyThings campaign, which asks the community to share visual moments of happiness during this hard time. Manchester residents submitted a variety of photos from their furry pets to their ritual morning coffee all with the intent of helping spread joy during these tough times.

If you haven't visited bettermanchester.org/happythings page, you can see them hanging in the Galleries @ WORK_SPACE at 903 Main Street starting May 1st. "Although WORK_SPACE is currently closed to the public, we hope you will enjoy the images on view from windows along Main Street as you take your socially distant walks Downtown," says Stacey Zackin, Manager at WORK_SPACE.

For more information about Better Manchester online and to join the evolution, subscribe here:
www.bettermanchester.org/subscribe

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