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**To:** Area Media

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**Date:** September 24, 2019

**Subject:** Life's All Here Announces Major Media Partnership

CEDAR Collaborative recently launched the “Sneak Peek” of our new community brand and website - [www.lifesallhere.com](http://www.lifesallhere.com). The site is designed to be a single source of everything that is great about living, learning, working and playing in Manitowoc County. The full launch of the site, which creates a called-for community resource, is scheduled for October 1<sup>st</sup>.

In a joint release today, CEDAR Collaborative and Seehafer Broadcasting announced a major media partnership on the new website that will make Seehafer News the major media partner on the website and the major sponsor of the Local News tab found on the new site. There will be information on the six locally-owned stations of Seehafer Broadcasting and links to positive community news found on the SeehaferNews.com website and app. The stations will also be a major partner in promoting the new website.

Terry Stevenson, Sales Manager and Mark Seehafer, President of Seehafer Broadcasting note: “It is an honor to partner together with CEDAR Collaborative on this exciting project. We hope the lakeshore and surrounding communities find this website resourceful and unique.” There are six local stations in Manitowoc County as part of their group.

“We are fortunate to have all of our area radio stations owned locally,” said Mary Maurer, President of CEDAR Collaborative. “There are few broadcast markets in Wisconsin that have local ownership and the Seehafer

stations represent what we are trying to accomplish with the new site, which is to show all of the things that make Manitowoc County wonderful. It was a natural partnership as the stations have always been great community supporters.”

Phase 2 of the lifesallhere.com site will include greater technology tools for community organizations and businesses, leveraging the engagement platform technology on which the site is built. They are already in discussions on how to increase community collaboration with the new tool.

CEDAR Collaborative is a community advancement and consulting service founded in May of 2019. The organization has a roster of over a dozen consultants and technology partners that offer community visioning and branding services to communities across the Midwest. The Lifesallhere.com site is the first major deliverable for the Community Engagement Platform, which provides tools and resources to allow communities to more closely partner and deliver a focal point and brand for future growth.

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