

**From:** Christina Marchand [mailto:innovations@harvard.edu]  
**Sent:** Thursday, September 23, 2010 5:21 PM  
**To:** Price, Julianne R  
**Subject:** Bright Ideas Update and Press Announcement  
**Importance:** High

Dear Julianne,

Congratulations once again for being selected as a Bright Idea in the inaugural year of this new initiative for Protocol for Assessing Community Excellence in Environmental Health. I am writing to provide you with further details about your selection and the press announcement.

As a Bright Idea, your initiative will be highlighted on the Ash Center's Government Innovators Network (GIN) portal at [www.innovations.harvard.edu](http://www.innovations.harvard.edu). To bring attention to the Bright Ideas initiative, your program will be spotlighted on the GIN homepage in the coming months, and will be included in a searchable database on the site in 2011.

We have designed a seal that you may use on your website and in promotional materials. This seal can be downloaded as a .jpg, .eps, .pdf, or .gif file from the following site:  
[http://innovationsaward.harvard.edu/BrightIdea\\_logos.cfm](http://innovationsaward.harvard.edu/BrightIdea_logos.cfm).

We ask that in all uses of this seal, you use the following language:

“Bright Ideas is an initiative that recognizes creative and promising government programs and partnerships. The initiative is offered through the Innovations in Government Program, a program of the Ash Center for Democratic Governance and Innovation at Harvard Kennedy School. For more information, please visit <http://innovationsaward.harvard.edu/BrightIdeas.cfm>.”

There will be a general press announcement of all Bright Ideas on September 29, 2010, which will include a list with short descriptions of each program attached. I am attaching the general press release to this message. You are welcome to develop and send out your own individual release for your program. If you choose to do so, we ask that you do not modify the language within the official release, though you can add more information about your program. Please also send me a copy of your release for our files.

To acknowledge your receipt of these details, please respond to this message.

Please do not hesitate to contact me if you have questions. Congratulations once again, and best wishes for the continued success of your program.

Best,  
Christina

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