

**NEW**

**Descriptive  
Headline**

- Local Life publication aims to help Staten Island business community**
  - Local Life Staten Island premieres Thursday, April 22, 2021
  - Distributed to 173,000 homes weekly
  - Press release and paid advertising opportunities

**Date/Location**

April 7, 2021, Staten Island, NY

**Main Points**

**LOCAL LIFE STATEN ISLAND** is a new weekly publication launching Thursday, April 22, 2021. This new publication, with free distribution to 173,000 homes across Staten Island, delivers total market coverage through distribution to Staten Island Advance home delivery subscribers, single copy readers and non-subscribers each Thursday. Local Life contains rich local stories celebrating what's happening in our communities and valuable advertising messages from local businesses. Articles come from both seasoned journalists as well as story ideas from the community including area businesses.

**Greater Detail**

**WHAT MAKES LOCAL LIFE UNIQUE? LOCAL LIFE INVITES YOUR INPUT.** For local businesses and organizations that have a story to tell, Local Life wants to hear it. From grand openings and company milestones to local events or community outreach, Local Life is a publication dedicated to sharing important, educational, or heartwarming news and information. Dan Ryan, senior advertising director for Staten Island Advance and silive.com notes, "I'm excited about the opportunity for the local business community to contribute information about their business and activities that enrich the quality of life on the island." It is free to submit a press release or announcement for consideration, and there is no monetary obligation if a submitted story is published.

**Relevant Quote**

senior advertising director for Staten Island Advance and silive.com notes, "I'm excited about the opportunity for the local business community to contribute information about their business and activities that enrich the quality of life on the island." It is free to submit a press release or announcement for consideration, and there is no monetary obligation if a submitted story is published.

**Relevant Quote**

**LOCAL LIFE STATEN ISLAND SUPPORTS LOCAL BUSINESS.** "Since the start of the pandemic, Staten Island Media Group has supported local businesses through a series of matching grant opportunities and other special programs," said Ryan. Residents and the business community continue to emerge and return, as able, to normal operating status. Local Life will be a new and effective channel to showcase advertising messages that engage consumers and other businesses.

**Call to Action**

To submit a story idea or press release, visit [LocalLifeSI.com](http://LocalLifeSI.com). To advertise, contact Dan Ryan at [dryan@siadvance.com](mailto:dryan@siadvance.com) or call 917-525-9389.

Local Life Staten Island is affiliated with Staten Island Advance and silive.com, part of Staten Island Media Group.

**Contact Info**

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**Company  
Background**

Staten Island Media Group is an innovative, data-driven marketing agency and the leading source for [news and information on Staten Island](#). Every day, we shape the conversation and engage hundreds of thousands of people through quality journalism on silive.com, on social channels, in *The Staten Island Advance*, *Local Life* and email newsletters. As a contemporary publisher, we are well positioned to leverage our rich engagements with consumers to assist businesses in connecting with audiences leading to business success.