

# MILLENNIUM RESERVE

## Communication Guidelines



We ask that every Millennium Reserve partner and community follow a few simple communications protocols regarding the Reserve.

- A. Please use the following credit line as often as appropriate: “[Name of your organization or community] is part of the Millennium Reserve partnership.” **You must apply for and receive partner status before doing so.**

Alternatively or in addition, you may request use of the Reserve logo for specific communications materials. Email [suellen.burns@illinois.gov](mailto:suellen.burns@illinois.gov) for the logo and use guidelines. We require approval of the draft layout (for logo use quality control only) before it is finalized. Allow at least two to three business days for this approval. We will respond in a shorter timeframe whenever possible.

- B. Refrain from referring to Millennium Reserve as any of the following misnomers: a) the largest open space project in the country; b) a park; c) 140,000 acres of open space. The total area of the Reserve is about 140,000 acres, but of that only 15,000 acres are open space. Millennium Reserve is a collection of open spaces rather than a singular, contiguous open space. And open space is only one of the key assets in the Reserve. Its transportation network, diversity of people and communities, and opportunities for economic development are short changed if the Reserve is summarized only in regard to its ecology.

Instead always go with the approved one-sentence description:

***Millennium Reserve is a transforming region with thriving commerce, communities, and wildlife in the Calumet and southeast Chicago lakefront areas.***

You can elaborate further by integrating the Millennium Reserve key messages or refer to our “Boilerplate Language for Partner Use” document. Email [suellen.burns@illinois.gov](mailto:suellen.burns@illinois.gov) for one or both of these documents. Extensive additional, regularly updated information about the Reserve and its current priority areas is available at [www.millenniumreserve.org](http://www.millenniumreserve.org).

- C. If you wish to shorten the name, write out Millennium Reserve in its first use then please switch to “the Reserve.” The word “Reserve” held considerable meaning for stakeholders when the full name of the initiative was under consideration while the acronym “MR” has no resonance.