

## **MEDIA ADVISORY – FOR IMMEDIATE RELEASE**

### **North Alabama Leaders to Unveil New Regional Strategic Plan at ‘State of the Region’ Luncheon**

**WHAT:** 7th Annual State of the Region Luncheon

**WHEN:** Thursday, August 14, 2025 – 11:30 AM to 1:00 PM (Lunch served 11:30–12:00)

**WHERE:** Cook Museum of Natural Science, 133 4th Ave. NE, Decatur, AL 35601

**DECATUR, AL** — Leaders from across business, education, and government sectors in North Alabama will convene for the 7th annual State of the Region luncheon hosted by Launch Regional Partnership on Thursday, August 14.

This year’s program will highlight a major milestone, the unveiling of the **Tennessee Valley Regional Strategic Plan**, a collaborative project developed in partnership with the University of North Alabama. The plan outlines a long-term vision for coordinated regional growth across 10 counties, emphasizing cross-sector collaboration, regional policy alignment, and workforce development.

In addition, the event will feature remarks from several **distinguished guests**, including:

- **Jeff Samz**, President and CEO, Huntsville Hospital Health System
- **Nathaniel Ledbetter**, Speaker of the Alabama House of Representatives (District 24)
- **Cynthia Crutchfield**, CEO, Innovate Alabama
- A **special virtual message** from **Congressman Dale Strong**, U.S. Representative for Alabama’s 5th Congressional District

The luncheon also marks **10 years since the formation of LAUNCH**, which began as an initiative of the Huntsville Committee of 100 and has grown into a multi-county alliance of local leaders committed to advancing regional prosperity.

#### **WHO SHOULD ATTEND:**

Members of the media, elected officials, business and education leaders, and civic stakeholders interested in the economic future of the Tennessee Valley region.

#### **MEDIA OPPORTUNITIES:**

- On-site interviews with LAUNCH leadership and UNA research team
- Remarks and photo/video coverage of featured speakers and the strategic plan announcement

- B-roll of event attendance
- Access to printed materials and a summary of the strategic plan

**COUNTIES REPRESENTED:**

Colbert, DeKalb, Franklin, Jackson, Lauderdale, Lawrence, Limestone, Madison, Marshall, and Morgan

**To RSVP or request interviews, contact:**

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**About Launch Regional Partnership**

Launch Regional Partnership (LAUNCH) is a nonprofit regional alliance working to align business, education, and government leaders across the Tennessee Valley to drive long-term, sustainable growth. Founded in 2015, Launch promotes collaboration across county lines to tackle shared challenges and unlock regional opportunity. Learn more at

[www.launchtnvalley.org](http://www.launchtnvalley.org).