



Unity through Enterprise

THE ARNHEMLAND PROGRESS ASSOCIATION INC.

Owned by the Yolngu residents of Minjilang, Milingimbi, Ramingining, Galiwin'ku and Gapuwiyak communities NT

PRESS RELEASE

FOR IMMEDIATE RELEASE 16 FEBRUARY 2006

Minjilang Store rebuilt after devastation of Cyclone Ingrid

The Minjilang Store has been rebuilt after Cyclone Ingrid swept through the community on Croker Island.

Darwin, NT February 16, 2006 -- The community store at Minjilang on Croker Island has been rebuilt after the devastating effects Cyclone Ingrid left in her wake on March 13, 2005.

Cyclone Ingrid spared no mercy as she ripped through the little community island of Croker in March 2005, reaching a wind speed ofkm. A news release, like a news story, keeps sentences and paragraphs short, about three or four lines per paragraph. The first couple of paragraphs should cover the who, what, when, where, why and how questions.

The rest of the news release expounds on the information provided in the lead paragraph. It includes quotes from key staff, customers or subject matter experts. It contains more details about the news you have to tell, which can be about something unique or controversial or about a prominent person, place or thing.

“The final paragraph of a traditional news release contains the least newsworthy material,” said Mario Bonilla, customer service representative for PR Web™. “But for an online release, it’s typical to restate and summarize the key points with a paragraph like the next one.”

About ALPA:

The Arnhemland Progress Association is a successful, financially independent, Yolngu enterprise, established in 1972. ALPA’s members are Yolngu who live in or are culturally connected to the Arnhemland communities of Minjilang, Milingimbi, Ramingining, Galiwin’ku and Gapuwiyak where our retail stores are located. Members are represented by a Yolngu Board of Directors. ALPA is a benevolent organisation, and our mission is the social and economic development of our members through benevolent activities and distribution of dividends. ALPA is one of the largest financially independent employers of Aboriginal people in Australia, and education and training are a primary focus. ALPA continuously works with government agencies and other service providers to enhance the quality of life and living standards of our members.

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