

For Immediate Release

November 7, 2008

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United Way recognizes RiverRun Bookstore for Community Building Project, benefits from last two month of contributions through book sales.

Since January 2008, RiverRun Bookstore has done more than just sell books to downtown readers; it's created a new way of giving back. For two months at a time over the course of the year, RiverRun partnered with various nonprofits from the Seacoast focused on the issue of housing to raise awareness, celebrate community ties, and provide a new kind of financial support.

Instead of just cutting a check to each charity, Tom Holbrook, RiverRun's owner, put his sales on the line, contributing 2% of his gross sales to 6 different nonprofits throughout the year. As the year comes to a close, and the final two months promise holiday shopping, it will be United Way of the Greater Seacoast that now benefits from this innovative fundraising.

"United Way has been our partner throughout this process, connecting us with the various nonprofits and helping with promotion and outreach," Holbrook said. "Their philosophy is that together we can get results no one could accomplish alone, and I think this year has provided real evidence to that point."

"It has been an absolute pleasure working with RiverRun on this program," said Liza Dube, spokesperson for United Way of the Greater Seacoast. "Traditionally, United Way goes into a workplace, enables simple payroll deduction, and then quietly collects on pledges. To have donors actively engaged in supporting nonprofits through a regular daily activity like shopping, and to be able to raise awareness through events, displays, even book selections, is a great new way of doing things that we hope other businesses will emulate,"

"At United Way, it's our goal to get people to work together to raise awareness, explore the root causes, and then find lasting solutions to community challenges like our incredible lack of affordable workforce housing," Dube said. "That's what we call 'living united'. Tom and the rest of the staff at RiverRun 'live united' every day, and we are so grateful for their support across the community."

During the months of November and December, 2% of gross sales at RiverRun Bookstore in downtown Portsmouth will go toward supporting United Way of the Greater Seacoast's work getting people to work together to create lasting solutions in the area of affordable housing. While there, shoppers will also have the opportunity to purchase their own Live United t-shirt for only \$10 with proceeds going directly to United Way – just in time for the holiday season.

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United Way of the Greater Seacoast (UWGS) is a locally governed nonprofit organization working to advance the common good by focusing on the building blocks for a good life – education, income and health. UWGS develops, supports and works in groundbreaking partnerships in the Greater Seacoast region of NH and Southern Maine to create long-lasting changes that prevent problems from happening in the first place and create opportunities for a better life for all. For more information, visit www.uwgs.org.