

For Immediate Release

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Contact:

Tom Holbrook, RiverRun Bookstore, 603.431.2100

Diane Hartley, Workforce Housing Coalition, 603.766.3231

Liza Dube, United Way of the Greater Seacoast, 603.957.1610

RiverRun Bookstore supports Workforce Housing Coalition with sales during July & August

PORTSMOUTH – Get yourself a great beach read and do your part for affordable housing in the Seacoast at the same time. RiverRun Bookstore will be contributing 2 percent of its gross earnings from July and August to the Workforce Housing Coalition of the Greater Seacoast.

“We’re all responsible for doing our part to keep the Seacoast the vital, interesting place we now enjoy. Our Business Building Community program is a simple way for RiverRun and our costumers to share in the chance to give back while doing something we love – enjoying a good book,” said RiverRun owner Tom Holbrook.

Throughout 2008, for two months at a time, RiverRun features information about a different local non-profit agency addressing the issue of housing and those affected by the lack of affordable housing in the region. At the conclusion of each two-month period, the featured non-profit also receives two percent of RiverRun’s gross earnings. Customers have the opportunity to learn about the featured non-profits in a brochure updated every two months, through selected books on the issue and events held at the store.

United Way of the Greater Seacoast has partnered with RiverRun to work with the non-profit recipients and help spread the word.

June and July, big months for beach readers, features the Workforce Housing Coalition of the Greater Seacoast whose mission is, through a united coalition of businesses, government, and community groups, to be a catalyst for the development of a range of housing options for the diverse workforce in the Greater Seacoast region. The Coalition is a business-led effort, which recognizes the link between housing availability and regional economic vitality.

“The Coalition’s primary goal is to advocate for zoning changes in carefully selected communities in New Hampshire and Maine where elected officials, planning boards or community members are ready for change in order to stimulate workforce housing production,” said Diane Hartley the Coalition’s program director. “Because we see workforce housing as vital to our local economy, this partnership with RiverRun is a great fit.”

“People have a lot of misconceptions about what workforce housing is, and we’re excited to support the Coalition’s work to correct those ideas,” Holbrook said. “We hope that over the next two months our customers and the community will learn that workforce housing is housing for me and you, for our police officers, for artists and teachers – and that keeping these people in our community is what keep the community strong.”