

For Immediate Release

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RiverRun Hosts night of music with Elsa Cross called “A Home for Everyone” to benefit housing-related nonprofits in the area

Portsmouth, NH ó Giving back to the community doesn't get much more enjoyable than a relaxing evening of music performed by a local musician at your local bookstore. Stress the emphasis on local. RiverRun's "A Home for Everyone" benefit show featuring Elsa Cross, intends not just to entertain, but to highlight the range of housing issues the Seacoast region faces, particularly how the high cost of housing affects local artists and local business.

The event is a wrap-up to RiverRun's innovative giving program, created in partnership with United Way of the Greater Seacoast. Throughout 2008, RiverRun contributed 2% of its gross sales to 6 nonprofits addressing the housing issues in the region in a variety of ways. From homelessness to advocating for the creation of more affordable homes, these nonprofits benefitted not only from the financial contribution but also from the awareness raised about their work through materials and occasional events.

Sue Suter, Executive Director of United Way of the Greater Seacoast said of the event, where she will also be accepting the check for United Way's contributions from November and December through the RiverRun program, "This partnership has been great, and we're so excited to celebrate a year of generous community support for organizations working toward finding and creating a home for everyone on the Greater Seacoast."

Tom Holbrook, owner of RiverRun, felt the partnership was a great first step in creating new community partnerships. "Now more than ever, the idea of giving back what you can ó and it doesn't take much, needs to take hold in our community. As a small business in downtown Portsmouth, RiverRun is connected to the affordable housing issue in so many ways, we're very proud to have done our own small part this past year."

The benefit on Wednesday, February 18th at 7 p.m. will include a performance by local musician Elsa Cross, door prizes from local businesses, and information about each of the 6 nonprofits benefitted throughout the year: Fair Tide, Cross Roads House, Workforce Housing Coalition, The Housing Partnership, Interfaith Hospitality Network, and United Way of the Greater Seacoast. The event is free of charge and open to the public.