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LT Public Relations Selects REACH Community Development as the 2011 Nonprofit Challenge Recipient

Nonprofit will receive pro bono communication services from PR firm for one year

PORTLAND, Ore., Sept. 19, 2011—[LT Public Relations](#) today announced that [REACH Community Development](#) was selected as the recipient the 2011 [LT Public Relations Nonprofit Challenge](#). REACH, which will receive 12 months of pro bono communications support, is a Portland-based nonprofit with a mission to provide quality, affordable housing and financial education for individuals, families and communities to thrive.

The LT Public Relations team will work collaboratively with REACH to raise the nonprofit's awareness by providing communications guidance and support via media relations, media training, community outreach, social media and other related communications services.

"REACH is thrilled to have been selected by LT Public Relations to receive a year's worth of pro-bono communications assistance," said REACH Director of Resource Development Laura Recko. "We have a great story to tell and we are looking forward to LT PR's assistance to help us spread the word about the resources REACH has to offer, especially in these challenging economic times."

"We received more than 30 applications this year from worthy Pacific Northwest nonprofits. Since all are deserving of communications support, we are offering our proprietary public relations workshop to nonprofits that were not selected," said Casey Boggs, president of LT Public Relations. "We look forward to working directly with REACH over the next 12 months, as they are a great organization that helps individuals help themselves."

REACH also offers several financial health programs for individuals with steady or no income. Through the programs working individuals can learn how to budget and save, and those with no or very low income can learn how to develop skills to improve their standard of living.

About LT Public Relations

Based in Portland, Oregon, LT Public Relations is a professional communications firm specializing primarily in servicing professional and financial institutions, as well as progressive West Coast businesses and nonprofits. The firm utilizes the most relevant and current communications tools—with a hybrid of traditional and new media approaches—to develop and execute strategic public relations initiatives for its clients. More information is available at www.ltpublicrelations.com.

About REACH

For 29 years, REACH has been developing and managing affordable housing and providing supportive services to our residents. Our portfolio of over 1,398 units includes single family homes, apartment buildings and mixed-use developments located throughout northeast, southeast, and downtown Portland. REACH also sponsors the Community Builders Program, a free home repair program available to low income senior homeowners. REACH has won numerous state and national awards for our creative approach to building healthy communities and our innovative housing projects. Visit the REACH [website](#) for more information.