



FOR IMMEDIATE RELEASE

Contact: Laura Woods
(202) 466-2121 x240
lwoods@nhc.org

**BRIDGE HOUSING CORPORATION HONORED WITH NHC
2008 “EXCELLENCE IN AFFORDABLE HOUSING COMMUNICATIONS” AWARD**

BRIDGE Housing Recognized for *BRIDGEtown*, an Innovative “Virtual Municipality” Highlighting the Corporation’s Long-Term Commitment to Affordable Housing and Mixed-Income Communities

Washington, DC (November 21, 2008) – BRIDGE Housing Corporation was awarded the 2008 “Excellence in Affordable Housing Communications” Award by the National Housing Conference (NHC) this month for its “virtual municipality” called *BRIDGEtown*. This innovative online community highlights the breadth and impact of BRIDGE Housing’s work, which has resulted in the development of more than 13,000 homes with an additional 3,000 in the pipeline. Specifically, *BRIDGEtown* features profiles of more than 100 BRIDGE Housing communities that uniquely illustrate the corporation’s ongoing commitment to affordable housing, urban revitalization, mixed-income development, historic preservation and green building.

In addition to serving as a resource for the organization and its stakeholders, *BRIDGEtown* represents a cutting-edge use of communications technology. Housing practitioners and the public are able to just point and click to learn more about BRIDGE Housing’s developments, as well as its related focus on diverse architecture, transit options, open space, parks and retail businesses.

“We are pleased to honor BRIDGE Housing for its pioneering use of interactive media in affordable housing outreach through *BRIDGEtown*,” said NHC President and CEO Conrad Egan. “This easy-to-use virtual municipality allows BRIDGE Housing to share its exemplary work with developers looking to create successful and diverse affordable housing communities.”

BRIDGEtown was launched in June 2008 in conjunction with BRIDGE Housing’s 25th Anniversary Gala in San Francisco, CA. In the coming year, the organization plans to update this resource with additional videos, slideshows, project information and new projects – further expanding its online presence as a model for the affordable housing community.

“Over the past 25 years, BRIDGE Housing has worked to create much more than just affordable homes,” said BRIDGE Housing President Carol Galante. “We’ve actually built a city, with jobs, infrastructure, retail services and open space. We hope that *BRIDGEtown* will help demonstrate the positive impact that our developments have on communities and debunk images that some people have of affordable housing efforts.”

With offices in San Francisco, Los Angeles and San Diego, CA, BRIDGE Housing creates high-quality, affordable homes for working families and seniors. BRIDGE Housing has become the leading developer of affordable homes in California, building a wide range of housing types that not only fit comfortably into their surroundings, but also act as the catalyst for revitalizing and strengthening neighborhoods.

[Visit and Explore BRIDGEtown today!](#)

The NHC 2008 “Excellence in Affordable Housing Communications” Award recognizes affordable housing outreach stretching beyond the use of traditional media campaigns as new media continues to play an increasingly important role in communications strategies. Award finalists included the *National Low Income Housing Coalition*, *National Housing Trust* and the *Wisconsin Housing and Economic Development Authority*. LINC Housing Corporation was last year’s recipient of the award for its popular affordable housing podcast series entitled *Notes from the Housing Studio*, which focuses on providing current affordable housing news, examining issues

from a housing perspective, and successfully working to help “de-mystify” the often complex topic of housing policy.

###

For more than 75 years, the nonprofit **National Housing Conference** (NHC) has been the United Voice for Housing. A membership drawn from every industry segment forms the foundation for NHC’s broad, nonpartisan advocacy for national policies and legislation that promote suitable housing in a safe, decent environment. To learn more, please go to www.nhc.org.

NEW!! Don’t forget to stop by our “Open House” blog at www.NHCOpenHouse.org.

Also visit www.HousingPolicy.org to learn about state and local solutions to housing challenges.