



FOR IMMEDIATE RELEASE
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Portland Housing Center Helps Families Prepare for Back-to-School

Portland, OR – August 17, 2010 – On Saturday, August 14th, Portland Housing Center and Champions Barbershop presented *Back to School, Back to Basics* a community event focused on back-to-school savings and financial fitness. The event was sponsored by the Portland Housing Bureau.



Highlights of the event featured a thrifty chic fashion show, free lunch, a clothing closet, free backpacks filled with school supplies, and vouchers for back-to-school haircuts courtesy of Champions Barbershop. There were also informational tables on the Portland Housing Bureau, Portland Housing Center, and Legacy Health Systems.

A total of 27 households attended, with a total of over 90 individuals. The majority of those who attended were African American (93%) families, from North and Northeast Portland (76%), and were low-to-moderate income (93%). This event also helped the Portland Housing Center kick off a new culturally specific financial fitness initiative that will begin in October. To help launch this event, attendees were able to sign up for Portland Housing Center services at no cost during the event.

About Portland Housing Center

Established in 1991, the Portland Housing Center works in conjunction with Portland city government, financial institutions, social service organizations, and other civic, public and private stakeholders. Portland Housing Center is a HUD-certified housing counseling agency providing pre-and post-purchase counseling, financial and home buyer education, down payment loans, a matched savings program, and post-purchase workshops to support successful homeownership. Just last year Portland Housing Center has helped more than 575 families purchase their first home. For more information, please visit www.portlandhousingcenter.org or call 503-282-7744 x106.

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