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FOR IMMEDIATE RELEASE

Connecting for a Lifetime of Healthy Living in Roseville, Minnesota Roseville HRA Launches a Campaign to Attract the Next Generation of Residents

Roseville, MN (October 26, 2010) - At a time when many suburban communities in the Twin Cities metro are looking for solutions to attract the next generation of residents, the City of Roseville is getting its own marketing blitz, touting Roseville as not just a place to live, but a community that boasts a sustainable lifestyle.

The Roseville Housing & Redevelopment Authority (RHRA) has launched the print, radio and social media campaign called “Living Smarter” to provide current residents as well as 30-something professionals who are looking to move into the community, with resources that not only help protect the environment, but also save money in the process.

“People already know what a sustainable lifestyle means—fresh clean air, short drive to work, quality time with family, energy savings. We want them to know that all that good stuff adds up to feeling better and living longer. It’s just plain smart to live that way--and that’s our Roseville way of life,” says Jeanne Kelsey, RHRA Program Coordinator.

The “Living Smarter” campaign portrays Roseville as the city where residents value healthy, safe and comfortable lifestyle, and take advantage of abundant lakes, vibrant economic climate and immediate access to all the great amenities of suburban and urban life.

“Roseville is uniquely positioned in the Twin Cities metro because of proximity to workplaces, cultural venues, shopping and rich recreational opportunities. These are not as easily accessible in other suburban communities,” points out Roseville Mayor Craig Klausing.

At the heart of the campaign is a resource-rich LivingSmarter.org—a portal that allows visitors to discover Roseville and tap into resources that save them money, connect with the healthy lifestyle options, and create a difference for their families. “The ‘Living Smarter’ resources are designed for those who want to lead a healthy lifestyle. What’s more, they’re intended to attract the next generation of residents to Roseville, who may not be necessarily looking for large homes, but simply efficient ways to live,” explains Dean Maschka, Chair of the RHRA.

“Making smarter choices about transportation doesn’t necessarily mean buying a new, more fuel efficient car—it simply means learning how to drive less,” explains Kelsey. “Making your home more energy efficient doesn’t necessarily mean

turn to page 2

costly renovations-it means incorporating best practices in landscaping, building or remodeling, and taking advantage of programs and resources available to you through the community.”

The “Living Smarter” campaign also reinforces and strengthens the image of Roseville as a progressive city that is growing, expanding, revitalizing, and is ideal for working professionals who want to live at the crossroads of two major city centers. “We hope visitors to LivingSmarter.org will learn something new and stimulate their thinking, and also discover that Roseville is a great place to live,” says Maschka. “We recognize that the city has an opportunity to present itself in a different way and by heading in the direction of sustainability, ensure its viable future.”

The “Living Smarter” portal is continually updated with new resources and inspiring stories from the current residents. It also features an exclusive look at Roseville’s “Living Smarter” Home and Garden Fair. This free event, to be held on February 19, 2011, features ideas, products, and services to help visitors build a sustainable lifestyle and simply live smarter.

Visit www.LivingSmarter.org to learn more.

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The mission of the Roseville Housing and Redevelopment Authority is to plan, implement and manage housing projects and activities for the citizens in the community by providing equal opportunity for quality, decent and safe homes and a suitable living environment; and strengthening partnerships among all levels of government, non-profit and for-profit organizations to maximize social and economic opportunity. Learn more at www.ci.roseville.mn.us/hra.