



**THIS HOLIDAY SEASON, GIVE THE GIFT OF HOME AT
WWW.MOVINGDAY.ORG**

WHEDCo Launches Interactive Website to Furnish New Apartments for Families in Need

The Bronx, NY – (December 17, 2008) - The Women's Housing and Economic Development Corporation (WHEDCo), a community based non-profit organization dedicated to building a more beautiful and prosperous Bronx, is proud to announce the launch of www.MovingDay.org, an interactive website created to help furnish apartments at Intervale Green, WHEDCo's new fully-green South Bronx apartment complex.

This winter 127 low-income and formerly homeless families will be moving into Intervale Green with few belongings and little money to buy even basic furnishings. Partnering with Sanborn Media Factory, Inc., a privately owned and operated interactive multi-media agency based in New York City, WHEDCo created MovingDay.org to help transform these new apartments into beautiful homes for families in need.

"In a year when money is tight and the future uncertain, MovingDay.org is a terrific opportunity to give with meaning this holiday season, in honor of someone special, knowing that the gift will meet a real and immediate need in our community," said Nancy Biberman, president and founder of WHEDCo. "For the dozens of families moving in directly from the shelter system with literally nothing but the clothes on their backs, any gift - from a \$40 high chair to a \$4,000 fully-furnished two-bedroom apartment – can be a fresh start to a new life."

Through Sanborn Media Factory's creative insight, MovingDay.org visitors can view the interior and exterior features of Intervale Green, take a virtual tour of a model furnished apartment, and select a donation-a lamp, high chair, crib, dining set, couch- that has meaning and is within a donor's "means." From a single piece of furniture to an entire apartment package, donors may also give a gift in honor of someone special for the holidays. All donations are 100% tax deductible.

"We are thrilled to partner with WHEDCo to develop www.MovingDay.org and support their innovative work in helping create beautiful homes for families in need," said Chris Sanborn, president and founder of Sanborn Media Factory, Inc. "MovingDay.org is a unique site that lets you explore Intervale Green, peek into apartments and understand the needs of the families moving in, while at the same time empowering each of us with a simple way to truly make a difference this holiday season."

Opening later this winter, Intervale Green combines beautiful design and green building technology with affordability. Utilizing healthy building materials and energy-efficient design, Intervale Green will offer over a half acre of vegetation, green roofs, courtyards, and a public park and sculpture garden. WHEDCo's family support staff will assist residents as they settle into their new homes and neighborhood.

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About WHEDCo

The Women's Housing and Economic Development Corporation (WHEDCo) is a community based organization that has been working for more than 16 years to build a more beautiful and prosperous Bronx . WHEDCo offers interconnected, innovative, and high

quality solutions – including the building of healthy, affordable homes, early childhood and youth education and enrichment programs, business microenterprise opportunities and comprehensive social services – and because of this, the Bronx is a more beautiful, more equitable, and more economically vibrant place to live and raise a family. www.whedco.org and www.movingday.org

About Sanborn Media Factory, Inc.

Sanborn Media Factory, Inc. (www.sanbornmediafactory.com) is a privately owned and operated interactive agency based in New York City.