



---

## News Release

**Contact: Krista Bergert**, Communication Manager  
City of Minneapolis, CPED, 612 673 5015 (or by cell, 612 360 8702)

**Natalie Fedie**, Marketing and Media Relations Manager  
City of St. Paul, PED, 651 651-266-6549 (or by cell, 651 357 7555)

---

## New Web Site Launched to Help Rebuild the Housing Market

*[LiveMSP.org](http://LiveMSP.org) promotes Minneapolis and Saint Paul neighborhoods with the goal to sell homes and celebrate city living*

April 23, 2009 (MINNEAPOLIS and Saint Paul, MN) — An interactive web site [LiveMSP.org](http://LiveMSP.org) —hopes to attract prospective home buyers who want to learn more about what Minneapolis and Saint Paul have to offer, showcases all of the neighborhoods, and educates people about the dozens of home purchase/renovation incentives available. The site is also a destination for those who already live here to share their enthusiasm for city living, find home renovation loan and grant programs, and stay current on local events and entertainment.

[LiveMSP.org](http://LiveMSP.org) is a comprehensive web site that takes web users beyond just real estate listings. The site provides users with in-depth neighborhood profiles, tools and information about purchasing a home, and links to the many things going on in Minneapolis and Saint Paul.

According to the National Association of Realtors *2008 Profile of Home Buyers and Sellers*, 94% of homebuyers aged 25-44 years (representing 61% of the homebuyer market) used the Internet to search for homes. The same study also reports that one in five buyers in the same age bracket use social networking sites every day. Visitors to the website can link to Live MSP's [Facebook](#) and [Twitter](#) pages and search real estate listings through the "Find a Neighborhood" feature on [Realtor.com](#) and [OwnaHomeMN.org](#), a website created by the Metropolitan Consortium of Community Developers featuring quality, affordable homes.

The web site is being funded by the [Family Housing Fund](#), a non-profit with a mission to provide safe, affordable, sustainable homes to families and children in the Twin Cities metropolitan area through ongoing partnerships with the public and private sectors.

"We see Live MSP and its celebration of city living as a platform to showcase the many opportunities available in Minneapolis and Saint Paul," said Elizabeth Ryan, the Vice President of Regional Housing Initiatives at the Family Housing Fund.

"[LiveMSP.org](http://LiveMSP.org) is a one-stop resource where residents and prospective homebuyers can go to explore all of the cities' neighborhoods, learn about the dozens of incentive programs available, and finds ways to get more engaged in city and neighborhood life."

Minneapolis and Saint Paul are joined at their borders, connected by major thoroughfares and a reliable and growing transit system. Both cities are known for their world-class natural, recreational, and cultural amenities. The cities' hope is that this partnership will reduce residential vacancy rates, increase the cities' resource base, overall vitality, and improve environmental outcomes by encouraging homeownership in existing, compact, walkable, neighborhoods.

"Saint Paul and Minneapolis are rich in culture and diversity and defined by their historic, strong neighborhoods. LiveMSP.org brings that strength and livability to

light, showing why our two cities are the foundation for a prosperous and healthy region," Saint Paul Mayor Chris Coleman said.

"With the help of the Family Housing Fund, we are better able to showcase our two cities and celebrate city living," said Minneapolis Mayor R.T. Rybak. "This incredible and useful web site enables users to explore all of our neighborhoods as well as check out the many incentive programs now available for homebuyers and current homeowners."

For photos, video and links to social networking sites please visit:

<http://www.prweb.com/releases/2009minneapolisstpaul/4realestate/prweb2350364.htm>

# # #