

DATE: August 14, 2023

For Release: Immediate

For More Information Contact: Jennifer Sunstrom, jsunstrom@ranw.org - 920-470-9110



Summary – Today a newly-formed coalition of business organizations from across Northeast Wisconsin called Housing NOW will be launching a public education campaign called Say Yes to Housing!

Like the rest of the country, Northeast Wisconsin is currently experiencing a significant housing crisis. Extensive housing studies have been conducted, numerous workgroups and taskforces have been convened to identify the causes of the significant lack of inventory and the skyrocketing costs of housing. A variety of steps have been outlined to start tackling the problem. However, public education has been identified as the first and most vital step to progress.

The Say Yes to Housing! campaign will utilize 4 different Facebook boosted ads running for three weeks each as well as a 30-second YouTube video. The 12 week campaign will focus on four main points:

- The severity of the housing shortage in our area
- The struggle working-class families, retirees and first-time buyers are facing in finding an apartment or home they can afford
- The negative impact this housing market is having on local businesses' ability to recruit and retain workers
- The need to do housing differently – more housing diversity and price points to increase the supply and overall housing options for everyone

The ads will steer viewers to the Housing Now Coalition website and Facebook page, which will host housing data updates, recent housing studies, talking points for those who wish to provide support for the movement, and other resources.

The hope is that raising awareness of the housing crisis will increase public support for changes in local regulations and future development projects.

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Coalition Members

