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**American Lung Association of Oregon and *Apartment Guide* Launch  
No-Smoking Policy Advertising Opportunities**

*Regional Apartment Listing Publication & National Web Site Highlight Healthy Housing Options*

**Portland, Ore. – June 19, 2008** – American Lung Association of Oregon and *Apartment Guide* are giving landlords more options for marketing healthier apartment communities. Launched this spring, the *Portland/Vancouver/Southern Willamette Valley Apartment Guide* is the first *Apartment Guide* publication to feature a full-page section devoted to “Non-Smoking Living” housing options. The easy-to-read directory allows readers to quickly identify properties with no-smoking policies in their area.

In addition to the new print directory, [www.ApartmentGuide.com](http://www.ApartmentGuide.com), a national Consumer Source apartment listing Web site, now offers “Smokefree” search options. By selecting a preference check box, property managers can promote smokefree housing options and renters can quickly and easily identify clean air complexes. This added capability allows renters to find an apartment that meets their needs, within a healthier living environment.

“There is a demand from renters for smokefree housing, and we are responding to that need,” said Carmen Fink, publisher for the *Portland/Vancouver/Southern Willamette Valley Apartment Guide*.

“Studies show that 75 percent of local renters desire smokefree housing. This is an exciting new trend, and we applaud *Apartment Guide* for providing a new tool for landlords and tenants to identify healthy living choices,” said Colleen Hermann-Franzen, smokefree housing manager for the American Lung Association of Oregon. “No-smoking policies offer landlords tremendous cost savings and are a health benefit for current and future tenants.”

The Portland, Ore., and Vancouver, Wash., Metro Area Smokefree Housing Project offers smokefree housing resources to both landlords and tenants in a four-county area. The project is led by the American Lung Association of Oregon and the health departments of Clark County, Wash., and Oregon’s Multnomah, Clackamas and Washington counties. In the Portland-Vancouver area alone, the project has identified approximately 2,000 properties and 14,000 units that are covered by a non-smoking policy. Additional information about smokefree policies is available at: [www.smokefreehousingNW.com](http://www.smokefreehousingNW.com).

**About the American Lung Association of Oregon (ALAO)**

The American Lung Association of Oregon (ALAO) is the oldest, nationwide, nonprofit, voluntary public health organization in Oregon. The mission of ALAO is to prevent lung disease and to promote lung health. Programs focus on asthma, clean air, tobacco prevention and lung disease. For more information, visit [www.lungoregon.org](http://www.lungoregon.org).

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