



Real Estate Advisory & Development Services (READS) Officially Becomes Build with Purpose, Inc.

READS becomes Build with Purpose to reflect organization's use of real estate for social change.

FOR IMMEDIATE RELEASE

METUCHEN (July 1, 2011) – Today, Real Estate Advisory & Development Services (READS) officially changed the organization's name to Build with Purpose to reflect the organization's focus on using real estate to foster social change and improve people's lives and communities.

After eight years of helping other nonprofits develop school facilities, affordable housing projects, nonprofit centers, and other real estate initiatives, the name change represents a natural evolution. While Build with Purpose will continue to provide real estate services to organizations and communities that lack in-house capacity, the organization will seek out projects that can maximize the social change and community benefit that follows from successful real estate development.

Build with Purpose's Board of Trustees also crafted a revised mission statement during the name change process. "The new mission—*Building sustainable organizations and healthy, vibrant communities*—reflects our renewed focus on holistic real estate development that goes beyond 'bricks and mortar' to build knowledge and create social change across the communities that Build with Purpose will continue to serve," says Brian Keenan, Director & President at Build with Purpose.

While developing facilities for other groups, Build with Purpose will also look to foster healthier and greener communities. By integrating energy efficiency, renewable energy and community health and wellness efforts with real estate development, the organization hopes to amplify the impact of a real estate project. However, Build with Purpose also aims to leverage the work of existing organizations and ongoing initiatives. "We're not looking to reinvent the wheel. We believe there are great organizations and successful programs, and we think our real estate development can connect with those efforts," says Keith Timko, Director & CEO.

For more information, please call one of the Directors of Build with Purpose, Brian Keenan or Keith Timko, at (732) 635-1000.

Also visit us on our new website: www.bwpurpose.org.