

FOR IMMEDIATE RELEASE:

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As part of Philadelphia Row Home Magazine's continuous effort to keep the local business community working together within the realm of "River to River - One Neighborhood", and the neighborhood in general informed as to special events, publishers Dawn Rhoades and Dorette Rota - Jackson announced today a cooperative effort with the Preservation Alliance for Greater Philadelphia. In addition to establishing a presence at the resource center for the upcoming - "The Old House Fair", the quarterly publication will begin featuring "advice and tip columns" by staffers from the Preservation Alliance beginning with the Spring, 2007 issue of Philadelphia Row Home Magazine.

"This is a win / win situation for not only our readers and advertisers, but the Preservation Alliance, as well", stated Dorette Rota - Jackson. "Featuring advice by experts in the field of neighborhood and historical preservation is an avenue that our readers in Girard Estates, Queen Village or Bella Vista will especially appreciate as some of those areas have specific guidelines for what type of work can be done to the facade of their homes."

Additionally, PRH advertisers who are affiliated with construction or building supply services are encouraged to consider advertising or obtaining display space at this year's "The Old House Fair". As co-publisher, Dawn Rhoades summed it up: "We know we have some of the most talented craftsmen, tradespeople and suppliers located in our neighborhood. This would be the perfect outlet for them to market their diverse talents and wares to anyone considering a preservation or restoration project."

For information on advertising, sponsorship or reserving display space at this year's Old House Fair, please open the attachments below or contact George Hoessel
@ 215-546-1146 ext 7.

For further information on Philadelphia Row Home Magazine, please contact Mark Casasanto at any of the listings below.

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