

## Live Smoke Free

The Smoke-Free Multi-Housing Program  
Association for Nonsmokers-Minnesota  
2395 University Avenue West Suite 310  
St. Paul, MN 55114-1512  
Phone: 651-646-3005  
E-mail: carissa@ansrmn.org



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Media contact: Carissa Larsen – 651-646-3005

## **A Fresh Start in a Smoke-Free Apartment**

*Live Smoke Free and RENT411 make it easy for renters to find smoke-free housing*

ST. PAUL, MINN. – When spring arrives, we all begin to look forward to what the next few months will bring. For many Minnesotans, that includes looking forward to moving into a new apartment. We move for a variety of reasons, but some renters choose to move because they are exposed to secondhand smoke seeping into their current apartment from somewhere else in the building. It can be a daunting task to find a new home, but there are resources available to help renters find a smoke-free place to live.

Live Smoke Free, a program of the Association for Nonsmokers—Minnesota, promotes smoke-free apartment buildings throughout the state. Apartment hunters can go to Minnesota’s Smoke-Free Multi-Housing Directory on Live Smoke Free’s web site at [www.mnsmokefreehousing.org](http://www.mnsmokefreehousing.org). The directory is free to use and lists nearly 500 apartment buildings that are 100% smoke free, including in individual units.

“The number of smoke-free apartment buildings has grown significantly over the past few years,” said Carissa Larsen of Live Smoke Free. “More and more, apartment owners and managers are recognizing the benefits of having an entirely smoke-free building and they are making the switch. This means that Minnesota renters have many more options for smoke-free living than they did a few years ago.”

Apartment managers aren’t the only ones recognizing the importance of smoke-free living. RENT411 is a Minnesota-based apartment, townhome and single-family home rental search service that publishes a print magazine for the Twin Cities and maintains a statewide web site. Recently, RENT411 teamed up with Live Smoke Free to create a quick, easy, and free way for renters to find smoke-free apartments using RENT411.

“We at RENT411 lost a dear friend and one of our longest tenured employees last year to cancer due to smoking. The topic of smoke-free living is near and dear to our hearts,” said Seth Pasch, Customer Manager with RENT411. “Renters are in a unique situation to be exposed to the dangers of smoking, even if they are not smokers themselves. We want to help renters continue that healthy lifestyle by making it easy for them to find a smoke-free place to live.”

This month, RENT411 dedicated their April magazine to smoke-free housing. Smoke-free buildings are featured on the cover, and throughout the magazine a new brightly colored icon of a cloud is adorned on listings for smoke-free buildings. RENT411 has also launched a new web site that allows renters to choose “smoke free” as one of the search criteria. The cloud icon will also be displayed on the web listings for smoke-free buildings. The new cloud icon allows renters to find smoke-free buildings at a glance in print and on-line.

“We believe that this is one of the biggest smoke-free apartment campaigns that a rental property search service has ever done in the country,” said Larsen. “RENT411 has truly shown a commitment to the health and well-being of renters.”

RENT411 will dedicate the June issue of its magazine to smoke-free living. “I have no doubt that renters are becoming more apt to look for smoke-free housing—especially the next generation of renters,” said Pasch. “We will continue to do everything we can to help renters find smoke-free homes, and to encourage more apartment managers to make their buildings smoke free.”

Renters looking for smoke-free housing can pick up a free copy of RENT411 magazine at newsstands around the Twin Cities, or look online at [www.RENT411.com](http://www.RENT411.com) and [www.mnsmokefreehousing.org](http://www.mnsmokefreehousing.org). HousingLink.org and the *Apartment Living Guide* also provide ways for renters to search for smoke-free housing.

Live Smoke Free can assist renters who have problems with secondhand smoke in their apartment as well as apartment managers who wish to make their building smoke free. For more information, contact Live Smoke Free at 651-646-3005 or [info@mnsmokefreehousing.org](mailto:info@mnsmokefreehousing.org)

For more information about RENT411, contact 612-259-0716 or [sapasch@RENT411.com](mailto:sapasch@RENT411.com)

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#### *About Live Smoke Free*

Live Smoke Free, a program of the Association for Nonsmokers-Minnesota (ANSR), promotes smoke-free policies for apartment buildings in the Twin Cities metro area. Currently, Minnesota renters seeking smoke-free multi-unit housing largely outnumber the amount of smoke-free units available. Live Smoke Free educates building owners, managers, renters, and housing industry professionals about the benefits of smoke-free buildings. Live Smoke Free assists building owners and managers with creating and promoting a smoke-free policy for their property. The program also assists renters in finding solutions to secondhand smoke problems. Renters can learn how to talk to their landlord about creating a smoke-free policy for their building. For more information, go to: [www.mnsmokefreehousing.org](http://www.mnsmokefreehousing.org)

#### *About RENT411*

RENT411 is a free renter service to quickly and easily find the right apartment, townhome or house for rent through RENT411’s magazine and its web site, [www.RENT411.com](http://www.RENT411.com). RENT411’s comprehensive property information provides renters the information they need to narrow their choices and rental property owners with qualified prospects who lease. RENT411 is currently in the Minneapolis-St Paul and Houston metro markets and is expanding into other metropolitan markets in 2011.

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