



# Press Release

Contact: Jennifer Swick, Advertising and Marketing Director ..... [503] 614-2581

## **LOCAL COMPANIES UNITE DURING CHALLENGING TIMES—PARR LUMBER UNVEILS DISCOUNT REFERRAL PROGRAM**

HILLSBORO, OR (May 19, 2009)—Parr Lumber announced today the formation of a new program called “NW Neighbors Partner Program”. The program offers discounts to the customers of partnering local companies and encourages consumers to shop locally and support Portland area businesses.

The companies selected in the program were hand picked based on their reputation for quality, service and longevity in business. To be included in the program, participating companies offer products suitable for new home construction or remodeling and they must be headquartered in Oregon and operate in the local Portland area. Each participating business promotes the partner businesses by offering discount cards for their products and services to their customers. The program is promoted through instore signage, discount cards, websites and in some cases advertising. The NW Neighbor’s Discount Cards offer \$10 to \$150 off purchases from the participating local companies.

The idea was developed by Parr Lumber in response to the many inquires they get each day for various products and services.

“Homeowners have become accustomed to shopping the big warehouse stores where they can find everything under one roof. Most local companies specialize in specific product categories – providing focused expertise. Rather than sending customers away (likely headed to the big-warehouse store), we’d prefer to offer them a local alternative with an incentive to support local companies. In return, the program offers us the opportunity to receive referrals from other program partners,” said Jennifer Swick, Director of Marketing for Parr Lumber. “Referrals are the most reliable form of marketing, especially when it comes from a trusted source like a long-time local company,” Swick added.

Current members of the program include:

- Parr Lumber- 11 locations in the Portland Area.
- Parr Cabinet Outlet – 2 locations in the Portland Area
- Miller Paint- 19 locations in the Portland Area
- Aloha Blinds & Design



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- Chelsea Audio and Video
- Gary's Vacuflor
- Paulson's Floor Covering (in Parr stores only)
- Portland Closet Company

**About The Parr Company:** The Parr Company consists of six distinct companies providing building solutions and services: Parr Lumber Company, Parr Cabinet Outlet, Cascade Wholesale Hardware, NSC, NSCi and Parr Marketing Group.

Parr Lumber Company was established in 1930 by Dwight Parr Sr., in the Pacific Northwest and remains a locally owned family business today. Michael Parr and Brad Farmer, both grandsons of the founder, play an active role within The Parr Company and continue the proud family ownership. Headquartered in Hillsboro Oregon, Parr is ranked as the 14th largest building material supplier in the nation. Parr proudly operates 41 facilities in Oregon, Washington, California, Arizona and Utah which include pro/retail building material yards, contractor focused facilities and cabinet outlets.