
FOR IMMEDIATE RELEASE

Interra Receives Special Appreciation Award from Boston Mayor Thomas Menino

Award to be Presented by Menino at Boston Main Streets 11th Annual Anniversary Awards Celebration

Boston, Massachusetts, May 30, 2007 –Mayor Thomas M. Menino presented Interra with the Mayor’s Special Appreciation Award. The award was given at the Boston Main Streets 11th Annual Anniversary Awards Ceremony. This award honors Interra (www.interraproject.org) for its partnership with Boston Main Streets in the launch of the Boston Community Change Card. The Community Change program directs dollars back to local Boston merchants, schools and non-profits, helping to positively contribute to the overall quality of living in Boston neighborhoods.

Boston Community Change (www.bostoncommunitychange.org), Interra’s pilot program, launched last December. Over the past five months, over one hundred participating businesses and almost two thousand citizen cardholders have signed on to shift consumer purchasing habits to support the cultural, economic and environmental health of their Boston neighborhoods by shopping locally.

John Clippinger, Interra board member and Senior Fellow at the Berkman Center for Internet & Society at The Harvard Law School, accepted the award on behalf of the Interra Project. Mayor Menino said, "This event is special because it honors the people in the neighborhoods who are making our local commercial districts vibrant and welcoming places to shop and do business."

Boston Community Change is a multi-stakeholder program that links citizens, businesses, nonprofits, faith, cultural and community groups in the Boston area. Mayor Menino’s support of the Community Change program will continue when on June 13th Boston Main Streets hosts a Nonprofit Fair, designed to promote the current and potential beneficiaries of the Boston Community Change Program.

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