

## Building relationships, one vendor at a time

Street Roots vendors are the heart and soul of Portland.

There are nearly 170 vendors selling the newspaper at around 80 locations throughout the Portland region.

Street Roots very much appreciates the business partnerships we have throughout the community.



### DIRECTOR'S DESK

By Israel Bayer

Israel Bayer is the executive director of Street Roots. You can reach him at [israel@streetroots.org](mailto:israel@streetroots.org) or follow him on Twitter @israelbayer.

Typically, wherever you see a Street Roots vendor, you will find a healthy and vibrant urban street corner – full of community and love.

“I’m making money and I feel good about myself,” said Willie, a Street Roots vendor who sells in downtown Portland. “We have a responsibility in Portland, not only to deliver a great newspaper, but we also represent people on the streets in a way that not everyone can say we are lazy or drug addicts. We’re human beings, just like everyone else.”

Your readership of Street Roots goes a long way to give people a hand up. Vendors typically use the money selling Street Roots to purchase a range of things to support and improve their quality of life.

I recently asked a room full of vendors what they spent their money on after selling Street Roots this week. The answers were many. Rent. Food. Phone bill. Child support. Health care. Clothes. Flowers. Shoes.

Street Roots vendors are resourceful.

In a time when our community has become divided over thousands of people

sleeping on our streets, Street Roots serves as a safe place for people across class lines to build authentic relationships with people experiencing homelessness.

In those relationships, opportunities are realized. Several of our vendors have gone on to work for the company they sell in front of. Friendships become real bonds that lift people to the next level. And with a network of community, what once seemed major hurdles in life become bumps in the road, overcome with love and support.

We are currently working on trying to create more locations specifically in East Portland and in the suburbs.

Street Roots is working to try to create more locations on private property – something that some business owners have been hesitant to do.

If you are a business owner and would like to have a Street Roots vendor in front of your store, or if you know of a location on public property that you think would be a great location for a vendor, we encourage you contact us at 503.228.5657 or reach out to Director of Vendor Services Cole Merkel at [cole@streetroots.org](mailto:cole@streetroots.org).

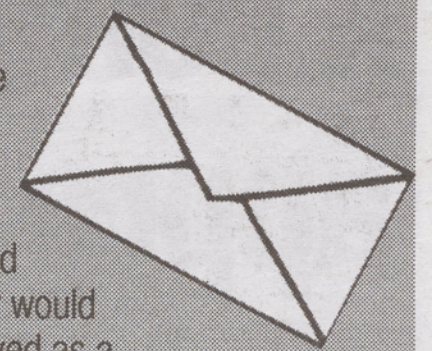
In a time when our city remains divided over the issue of homelessness, Street Roots vendor represent a calm, giving both vendors and the public at large a sense of community.

Street Roots readers are giving people on the streets a hand up – one conversation and one newspaper at a time.

Thank you for your ongoing readership of Street Roots.

### Write in

If you would like to have something that you’ve written published in our pages, or would like to get involved as a member of our reporting staff, contact Executive Editor Joanne Zuhl at 503-228-5657, [joanne@streetroots.org](mailto:joanne@streetroots.org). We ask that all submissions include the author’s name and contact information, if available.



### Street Roots

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Hours: 7:30 a.m.-3 p.m. Mon.-Fri., 7:30 a.m.-2 p.m. Sat. and 7:30-1 p.m. Sun.

### Advertising

Interested in advertising in Street Roots?  
Contact Israel Bayer at [israel@streetroots.org](mailto:israel@streetroots.org)

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Street Roots vendors on a new paper day, every Friday at the Street Roots office.