



For Immediate Release:

HABITAT FOR HUMANITY OF GREATER LOS ANGELES LAUNCHES ONLINE SERIES TO HONOR LOCAL FAMILIES OF THE JIMMY CARTER WORK PROJECT 2007

Weekly Series to Profile 30 Families Achieving the American Dream in one of the Country's Worst Real Estate Markets

Los Angeles, CA – September 24, 2007: Beginning October 28, Habitat for Humanity of Greater Los Angeles (www.habitatla.org) will host the 24th annual Jimmy Carter Work Project. The event will attract over 4,000 volunteers from all over the world, who will complete building on 100 homes throughout Los Angeles County in five days. At the close of the event, thirty families will move into new homes, in two neighborhoods, located in South Los Angeles and San Pedro. Today, Habitat for Humanity will begin featuring those thirty new homeowners in a weekly series online at www.jcwpla.org.

“Our partner families are hard-working people who pay most of their income on rent and many live in substandard conditions. These are people who would never qualify for a traditional loan and yet after sixteen years and nearly 200 homes, we’ve never had a family default on a loan,” says Erin Rank, president/CEO, Habitat for Humanity of Greater Los Angeles. “We are so moved by our families and we can’t wait for the world to get to know them. They are why we all work so hard.”

Each week from now through October 29, five families will be featured at www.jcwpla.org including background information on the family’s current living situation, family members and quotes about their experience. The site will also feature family photos, drawings, personal messages and construction updates. Habitat for Humanity believes that by honoring each partner family and sharing their stories, it will not only celebrate their hard work, but it will encourage other families in

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the community to apply for homeownership. The Jimmy Carter Work Project 2007 kicks off a three-year campaign called "Building a Greater L.A.," the organizations' commitment to complete 250 homes in three years. Additionally, Habitat for Humanity of Greater Los Angeles has implemented a new program called A Brush with Kindness, which is a free home repair service run by volunteers that is offered to homeowners struggling to maintain their home due to age, illness or other circumstance.

The online family series kicks off today with The Torres Family, The Lenard Family, The Vicencio Family, The Sanchez Family and The Gonzalez Family. Every Monday five more families will be featured at www.icwpla.org leading up to the build event October 28 through November 2.

For more information about Habitat for Humanity, the Jimmy Carter Work Project 2007, Building a Greater Los Angeles and A Brush with Kindness, please visit www.habitatla.org.

About Habitat for Humanity of Greater Los Angeles

HFH GLA (www.habitatla.org) strives to eliminate poverty housing through advocacy, education and partnership with families in need to build simple, decent affordable housing. Since 1990, HFH GLA has built more than 190 homes, transforming the lives of hundreds of individuals. In the spring of 2007, HFH GLA kicked off its three-year Building a Greater Los Angeles campaign to build or renovate over 250 homes in Los Angeles County. Nearly 100 of these homes will be completed with the help of over 4000 volunteers from around the world during the Jimmy Carter Work Project, a five-day build project this fall.

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