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FOR IMMEDIATE RELEASE

Habitat for Humanity Charlotte Region: 40 years of affordable housing mission *Garth Brooks and Trisha Yearwood to cap 2023 year of celebration*

CHARLOTTE NC (Jan. 17, 2023)

Rewind to 1983. . .

Charlotte elects Harvey Gantt, the city's first black mayor; Jim Hunt, occupies the governor's mansion in Raleigh; and President Jimmy Carter is two years gone from the White House.

Quietly, effectively, and under the public radar, seven prominent local churches come together to establish an affiliate of Habitat for Humanity. In so doing, a formidable private-sector champion for affordable housing—fueled by Charlotte's faith community, business community, and volunteer zeal—begins a mission whose impact will be measured both in numbers and the intangibles that will shape generations of families for 40 years.

Fast forward to 2023 . . .

In its 40 years of building homes, communities, and hope with hard-working families, Habitat Charlotte Region has served more than 3,500 local families through the combined efforts of new-construction housing, critical repair work to preserve the area's existing stock of affordable housing, and financial literacy education.

From White House to Habitat house . . .

Jimmy Carter didn't start Habitat for Humanity, but he's been Volunteer One since its beginning. As a result, Habitat's annual Carter Work Project, an international event of home building, was established in his honor in 1984. Except for the three-year COVID hiatus, it has been Habitat International's most high-profile event every year since.

A superstar year of celebration . . .

For its four decades of serving the Queen City with affordable housing, Habitat Charlotte Region was selected to host the 2023 Carter Work Project during the first week of October. Country music superstars Garth Brooks and Trisha Yearwood will be here to lead volunteer crews in the Meadows at Plato Price, a 39-home raw land development off of Wilkinson Boulevard in west Charlotte.

Forty-year milestone with a \$40 million goal . . .

A project of this size—in addition to Habitat's work elsewhere in the region—requires outsized resourcing. Habitat's ambitious goal of raising \$40 million will underwrite a historic level of affordable housing production. As a result, scores of new families will realize the dream of homeownership and the prospect of becoming free from the bonds of generational poverty.

Where will that money come from? Keep an eye out for reports on that soon as businesses, churches, foundations, and individuals step up to help reach that goal.

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About Habitat Charlotte Region

Seeking to put God's love into action, Habitat Charlotte Region brings people together from Pineville to Statesville to build strength, stability, and self-reliance through affordable homeownership. Since 1983, Habitat Charlotte Region has served 3,500 families with affordable housing. Visit habitatcltregion.org or call 704-376-2054.