

Chris Ahearn

From: Habitat Charlotte Region <CWPMEDIA@HabitatCLTregion.com>
Sent: Monday, April 17, 2023 11:30 AM
To: Chris Ahearn
Subject: Media Advisory: RFK Racing to Build a Home With Habitat's Charlotte Region



**Jimmy & Rosalynn
Carter Work Project**
Hosted by Garth Brooks and Trisha Yearwood



Charlotte, North Carolina | 2023

****MEDIA AVISORY****

RFK Racing Will Build a Home With Habitat for Humanity of the Charlotte Region During Week of Service

CHARLOTTE, N.C. - RFK Racing, one of NASCAR's most successful racing operations, will swap their mechanics tools for construction tools on Friday as they help a Habitat Charlotte Region family win the race to purchase an affordable home. RFK's team will be working on a home in The Meadows at Plato Price neighborhood where the 2023 Jimmy & Rosalynn Carter Work Project will take place on October 1-6, 2023.

What: Nearly 20 RFK team members volunteer on a day-long home construction project to help build a home for a Habitat for Humanity of the Charlotte Region family. The Habitat Charlotte Region build day is part of RFK Racing's Week Of Service.

When: Friday, April 21 from 9:00 a.m. to 4:00 p.m. Photo opportunity with dignitaries at 10:00 a.m.

Where: 4202 Plato Circle, The Meadows at Plato Price, Charlotte

Scheduled to participate:

- Steve Newmark, President
- Brad Keselowski, Driver and Team Owner
- Chris Buescher, Driver #17
- Jack Roush, Hall of Fame Owner

For more information, contact

cwpmedia@habitatcltregion.org or phil.prince@habitatcltregion.org

About Habitat for Humanity of the 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 4,000 families in the City of Charlotte, Pineville, Lake Norman area, and Iredell County with affordable housing. (replace the highlighted text with "Statesville, Pineville, Troutman, Cornelius, Huntersville, Mooresville, and Charlotte with financial literacy education, critical home repairs, and affordable housing solutions.") Visit habitatcltregion.org or call 704-376-2054 to learn more.

In October 2023, Habitat Charlotte Region will host the 36th Jimmy & Rosalynn Carter Work Project, activating volunteers from across the U.S. to build 23 homes in one week alongside celebrity ambassadors Garth Brooks and Trisha Yearwood. The homes are part of the \$10.6 million [Meadows at Plato Price](#) development, which will create affordable homeownership opportunities for 39 families on property that was once home to a school for African American students. As Habitat Charlotte Region recognizes its 40th anniversary, it is honored to host the Carter Work Project for the second time and bring greater awareness to the role of affordable housing for building a legacy of impact in the community. The first Charlotte-based Carter Work Project happened in 1987 and resulted in 14 affordable homes in the Optimist Park neighborhood. Click [here](#) to learn more.

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