



FOR IMMEDIATE RELEASE

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Habitat for Humanity of the Charlotte Region's Blue Jean Bash Raises 550K to Support Affordable Housing

Charlotte, NC - Habitat for Humanity of the Charlotte Region continued to raise awareness and support at its annual Blue Jean Bash fundraising event on April 26 at the Revelry in Camp North End. The event, which brought together community members, sponsors, and supporters, will help fund Habitat's mission of providing affordable housing opportunities in 2024 and beyond.

The Blue Jean Bash was a vibrant celebration of community spirit and philanthropy, with attendees donning their favorite denim for a night of camaraderie and giving back. Habitat Charlotte Region recognized the invaluable contributions of Ally Financial, Carnegie Private Wealth and Lowe's, who played a pivotal role in making the Blue Jean Bash successful.

"Our journey began with a vision of affordable housing, and is evolving to meet diverse needs—repairs, literacy, and advocacy—to build a stronger community together," said Laura Belcher, CEO & President of Habitat Charlotte Region. "Thanks to the support of this community, we've partnered with over 4,600 families, reaching a total of 10,000 individuals served. As we move forward, our focus remains on adapting to our community's ever-changing needs."

Families whose lives have been transformed by Habitat's programs also shared their heartfelt stories...

"As a Habitat homeowner, I can't express enough how much this organization has changed my life," said Kee'a, Habitat Homeowner. "At this time in my life, I'm truly at peace. I haven't felt this way in years. This is what homeownership has given me."

Looking forward, Habitat Charlotte Region remains committed to its mission of creating a more equitable and sustainable community. The organization plans to expand its programming impact, invest in essential infrastructure and technology, and streamline the homebuyer application process. With continued support from the community, Habitat aims to realize its vision of a Charlotte Region where every family has access to safe, affordable housing.

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 4,600 families in the City of Charlotte, Pineville, the Lake Norman area, and Iredell County with affordable housing. Last year, Habitat Charlotte Region hosted the 37th Jimmy and Rosalynn Carter Work Project, which brought more than 2,000 volunteers to Charlotte to construct 27 homes in The Meadows at Plato Price neighborhood in West Charlotte.

Visit <https://www.habitatcltregion.org> or call 704-376-2054 to learn more.

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