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FOR IMMEDIATE RELEASE



Habitat to reconstruct 21st home on Cherry Street in Norristown with help from State Farm Insurance®

822 Cherry Street to be built through partnership with Villanova University, State Farm and the Patrick J. Monaghan Foundation

Norristown, PA – July 8, 2009 – Despite the unforgiving economy, Habitat for Humanity of Montgomery County can make dreams of homeownership possible thanks to a generous matching grant with State Farm Insurance and the Villanova University Habitat Campus Chapter.

“We are extremely fortunate to partner with organizations such as State Farm. Their commitment to Habitat affiliates and collegiate chapters across the country has helped so many families achieve homeownership” said Brenda Egolf-Fox, Executive Director of Habitat for Humanity of Montgomery County, “In addition, our long-standing partnership with Villanova University has opened up a tremendous opportunity for State Farm to become more deeply involved on the local level.”

The Villanova University Campus Chapter was one of 28 campus chapter to be awarded a matching grant from State Farm, the national corporate sponsor of Habitat for Humanity Youth Programs. Villanova's Campus Chapter was selected to receive a \$10,000 matching grant from State Farm for its outstanding work in building safe, decent and affordable homes. A campus chapter is a student-led, student-initiated organization on a high school or college campus that partners with the local Habitat affiliate to build, fundraise, advocate and educate to support the work of Habitat for Humanity.

When complete, the dwelling, a typical Norristown row home, was will be revitalized to become a LEED certified, energy-efficient dwelling for a family of three.

Through this partnership with Villanova and the Patrick Monaghan Foundation, more than 330 volunteers have helped build this home. An average of 4,000 hours will have been contributed by volunteers when the home is finally dedicated next spring.

This home is part of a concentrated effort to revitalize the Cherry Street neighborhood in Norristown. This fall, Habitat has plans to begin reconstruction on 830 Cherry Street, just a few doors away.

Habitat's mission is to eliminate poverty housing. In partnership with caring individuals and organizations, Habitat constructs simple, decent, affordable homes and empowers hardworking, low-income families to become homeowners by providing no-interest mortgages. Through orientation and application sessions and Cornerstone classes, HFHMC screens prospective homeowners to ensure a smooth transition into owning a home. Now in its 20th year, Habitat of Montgomery County has completed 45 homes in Montgomery County housing more than 173 individuals, including 119 children.

Since 2007, State Farm has served as the Official Corporate Sponsor of Habitat for Humanity Youth programs, with a sponsorship commitment of more than \$1.1 million in grants each year. In addition to sponsoring youth programs, State Farm offices contribute more than \$500,000 annually to Habitat affiliates across the United States.

For more details, call HFHMC at 610-278-7710 or visit www.habitatmontco.org.

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