



**FOR IMMEDIATE RELEASE**

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***Habitat to Build Two Homes on Monument Circle with Help from Some Friends***

INDIANAPOLIS, IND. – There will be a new type of construction on Monument Circle Wednesday, April 13<sup>th</sup> when two houses are constructed and the walls are raised. Habitat for Humanity of Greater Indianapolis and sponsors of these panel builds, CRG Residential, ExactTarget, the Indianapolis Colts, and Indianapolis Power & Light Company (IPL) will all have their employees volunteering to build the interior and exterior wall panels of these homes. At noon when all the walls have been built, they will be assembled to have both houses standing up on the circle.

To kick off the builds, there will be a ceremonial first nail hammered in at 8:00 a.m. by local celebrities including: Mayor Ballard, Blue the Colts Mascot, Ed Wank and Dave O'Brien from Emmis radio stations, and the Colts Cheerleaders. Also participating in this ceremony will be executives from the sponsor companies, Greg Fennig, IPL's Vice President of Supply Chain and Public Affairs, Tom Zupancic, Senior Vice President of Sales and Marketing for the Indianapolis Colts, Scott Dorsey, CEO & Tim Kopp, CMO of ExactTarget and Chris Reid, Managing Partner of CRG Residential. Everyone who participates on the builds will have an opportunity to write a message to the new homeowners on the walls. Great way to leave your permanent mark!

Panel Builds are a great way to encourage involvement and build awareness about Habitat's mission in Indianapolis – eliminating poverty housing and providing low-income families with safe, decent, affordable housing. This is a great opportunity for the public to see what an actual Habitat home looks like.

**\*\*The media is invited** to attend and take pictures of the fun and hard work. Set up for the builds will take place at 7:00 a.m. and it would be a great time for live television shots on transforming the circle into a home construction site. Representatives from all the sponsors will also be on hand around 8:00 a.m. for interviews.

About Habitat for Humanity of Greater Indianapolis:

Habitat for Humanity of Greater Indianapolis is committed to eliminating poverty housing and making home ownership available to very low-income families, most of whom have children and live in unsafe, overcrowded or substandard conditions. Each qualified low-income family must meet Habitat's income and credit history criteria, as well as agree to invest 450 hours in budget education classes and assist with the building of their own home. Each family must also make monthly mortgage payments with a no-interest loan. Through cooperative partnerships with volunteers, churches, corporations, foundations and builders, Habitat is able to make the dream of homeownership a reality.

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