



FOR IMMEDIATE RELEASE
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Why is Habitat for Humanity Needed When House Prices Are So Low?

North Fort Myers, FL; March 11, 2010 – Get the answer to this question and many others **today** at Habitat’s open house from **4pm – 6pm**. The open house will celebrate what has been proclaimed “**Habitat for Humanity Week**” (by the mayor) in the City of Fort Myers and Lee County. The organization will open its doors for public tours through its 12+ acre campus, which includes a 60-unit senior housing complex, 27,000-sq. ft. thrift store and pre-build warehouse. Plus, hear from a homeowner about the Habitat experience. The nonprofit will also be accepting applications for its program during this time.

While celebrating the cause, the community is invited to meet Habitat’s staff and **new CEO Kitty Green** and take advantage of an additional 30 percent off all merchandise in Habitat’s thrift store; 40% off select items. **Habitat’s North Fort Myers office is located at 1288 North Tamiami Trail in North Fort Myers (one block north of Pondella on Old 41).**

In 1995, Lee County and the City of Fort Myers declared the second week of March to be ‘Habitat for Humanity Week’. At that time, Habitat raised the roof on its 100th home in Lee County. Last year during this week, the organization lifted the walls on its 1000th home in the community.

Habitat for Humanity of Lee County is a non-profit organization dedicated to eliminating substandard housing in Lee County. **Habitat has built more than 1000 homes in Lee County since 1982 and is one of the largest Habitat chapters in the country.** Through the use of volunteer labor and donations of money and materials, Habitat builds simple, decent housing for families who otherwise could not afford it. Homes are sold to the homeowners at no profit on an interest-free mortgage, making homeownership an affordable reality.