



FOR IMMEDIATE RELEASE:

## **HABITAT FOR HUMANITY LAUNCHES ITS CAR DONATION PROGRAM AND BUILDS A HOME IN PARTNERSHIP WITH AUDI OF DOWNTOWN L.A.**

### ***Audi to Make Donation, Raise Funds from Auto Sales & Giveaway a New 2006 Audi A3 to Help Eliminate Poverty Housing in Community***

Los Angeles, CA – March 20, 2006: Habitat for Humanity of Greater Los Angeles ([www.habitatla.org](http://www.habitatla.org)) is pleased to welcome a new partner joining its mission to eliminate poverty housing in the community. Audi of Downtown L.A. is the first auto dealer in Los Angeles to partner with Habitat for Humanity and Cars for Homes™, the auto donation branch of Habitat for Humanity. On March 23, 2006 Audi of Downtown L.A. will host a kick off event at its new facility located at the corner of Washington and Figueroa during which they will present a \$5,000 check to Habitat for Humanity to help build / revitalize a home a few miles from its new dealership. The Reyes Family, who will build their home in partnership with Habitat and Audi, will be on hand to join Audi executives and employees in the celebration.

Audi of Downtown L.A. and Habitat for Humanity of Greater Los Angeles created this partnership to raise awareness for Habitat for Humanity's new car donation program Cars for Homes™ ([www.carsforhomes.org](http://www.carsforhomes.org)), which generates revenue to build homes for Los Angeles families in need. Audi of Downtown L.A. also has a long-standing commitment to supporting the revitalization of the community. Audi's partnership will include the initial cash donation of \$5,000 plus proceeds from every vehicle sold between March 23<sup>rd</sup> and April 23<sup>rd</sup>. In addition, Audi is donating a brand new 2006 Audi A3, which will be raffled off at the organization's annual golf tournament hosted by Fannie Mae in September. Tickets are available for \$100 each until August 31, 2006 at [www.habitatla.org](http://www.habitatla.org).

Audi of Downtown L.A. will also be accepting vehicle donations for Cars for Homes, which distributes 100% of the net proceeds generated by donated vehicle sales to Habitat for Humanity. Car, truck, boat or RV donations are processed by calling 1-877-277-HFHI (4344) toll free or online at [www.carsforhomes.org](http://www.carsforhomes.org).

(more)

"Habitat for Humanity recognizes Audi's commitment to the community of Downtown Los Angeles and we are pleased to partner with them on the construction of the Reyes family's home. Through their donation and the promotion of the Cars for Homes™ program, this partnership will continue to aid the revitalization of this community into the future," said Erin Rank, president/CEO of Habitat for Humanity of Greater Los Angeles. "This exemplifies a well designed partnership between a service-minded corporation and a community service organization. We hope Audi's commitment will help pave the way for more partnerships like it."

Roberto and Maria Reyes, their daughter Betsy (14) and son Luis (12) currently live in a tiny one-bedroom apartment with limited living space, extensive water damage, and leaking ceilings. Roberto Reyes works two jobs so that Maria can attend UCLA as a McNair scholar, earning her teaching degree. The Reyes family will work alongside volunteers to build their home, which is located on 21<sup>st</sup> Street in Los Angeles, as well as other partner family homes in the community.

**About Habitat for Humanity of Greater Los Angeles:**

Habitat for Humanity of Greater Los Angeles serves 112 cities and unincorporated areas in Los Angeles County including 70 communities within the City of Los Angeles. Habitat Partner Families earn 25 to 50 percent of area median income. For Los Angeles County, that translates to as little as \$13,750 / year for a family of four. Partner families must also meet the following requirements: demonstrated need for adequate shelter; ability to pay back a zero-interest loan; and willingness to partner with HFH GLA to invest 500 'sweat' equity hours into building their home. [www.habitatla.org](http://www.habitatla.org)

**About Cars for Homes™**

Cars for Homes™ is Habitat for Humanity's national program that provides donors a quick and easy process for donating cars, trucks, boats, RVs and other vehicles to help build homes in partnership with low-income families in need of decent, affordable shelter. [www.carsforhomes.org](http://www.carsforhomes.org)

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