

FOR IMMEDIATE RELEASE

CONTACT: Molly Martin Pelzer
Volunteer & Family Services Manager /
Advocacy Liaison
301.990.0014 x18
Molly.Martin@habitat-mc.org
November 29, 2010

HFH-MC Launches New Advocacy Website

Habitat expands advocacy program through YIMBYMoCo.org

Gaithersburg, MD (November 29, 2010) – Habitat for Humanity for Montgomery County, Maryland, Inc. (HFH-MC) launches a new advocacy website in support of affordable housing. The new website aims to serve as a resource that can help supporters influence policy decisions, change public opinion, and transform systems that lead to the creation and preservation of safe, decent, and affordable housing for all.

One goal of HFH-MC's newest advocacy endeavor is to change a NIMBY ("Not In My BackYard") neighborhood into a YIMBY ("Yes In My BackYard") one. By saying "Yes!" to affordable housing in your neighborhood you will be supporting your local economy and community. In contrast to a NIMBY attitude, often used to describe community objections to new development, a YIMBY attitude embraces affordable housing.

Through the launch of www.YIMBYMoCo.org, HFH-MC will educate individuals regarding the need for affordable housing in Montgomery County and motivate them to advocate for practical housing policy solutions. On the "take action" page, visitors can advocate for affordable housing whether they have 30 seconds or 30 minutes. Advocacy activities include everything from raising awareness via your Facebook or Twitter pages to drafting a letter to the editor, or even visiting an elected official. All forms of advocacy are encouraged and all age groups can participate.

It will take Habitat for Humanity affiliates 5,536 years to solve the current problem across the nation by building one house at a time. We cannot fulfill our mission simply by building Habitat houses alone. Through nonpartisan advocacy, we can work toward affordable housing community-wide.

"YIMBYMoCo.org has tools and resources that anyone can use to advocate for affordable housing whether you are talking to your neighbor, senator, or faith group. Don't just talk about change, ask for it!" says Molly Martin Pelzer, HFH-MC Advocacy Liaison and Volunteer & Family Services Manager.

To learn more and find out how you can help please visit www.YIMBYMoCo.org.

About Habitat for Humanity of Montgomery County

HFH-MC is an affiliate of Habitat for Humanity International. Since 1982, Habitat for Humanity of Montgomery County has been partnering with the community and low-income families living in substandard conditions, to build simple, decent, affordable housing. To date, HFH-MC has built or rehabilitated more than 57 homes for

-More-

local families and has more homes in progress. HFH-MC supports the notion that good, stable housing matters for neighborhoods. Better quality of living leads to stronger citizens and families. Habitat for Humanity is about changing lives, one home at a time. Visit our website at www.habitat-mc.org

###