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**MEDIA ADVISORY**

**Wednesday, April 4, 2018**

**WHO:** Revitalize Community Development Corporation [www.RevitalizeCDC.com](http://www.RevitalizeCDC.com)

**WHAT:** Press Conference to Kick off our Annual #GreenNFit Month

**WHEN:** Wednesday, April 4, 2018 at 10:00 A.M.

**WHERE:** 64 Manhattan Street, Springfield, MA 01109: Home of an elderly widow - Elsa Gordon

**Revitalize CDC Kicks Off Annual #GreenNFit Month  
Rebuilding Homes on One Block with 100 Supporters and 1,000 Volunteers!**

**SPRINGFIELD, Mass.** – Revitalize CDC kicks off the popular Annual #GreenNFit Neighborhood Rebuild Month with a press conference at the home of Mrs. Elsa Gordon,

Elsa, 89 years old and her deceased husband purchased their home in 2000. Since his death in 2008 she has tried to maintain her home as best as she can on a limited income. She is originally from Jamaica and She has physical disabilities and finds it difficult to walk at times. She is the mother of 3 grown children that live outside of the area. During her younger years she worked as a seamstress and a beautician. She stated that she would like to go to work and maybe she can get a job when the new MGM Springfield casino opens up.

Her home has been broken into three times because it has several broken windows in the basement. Shingles are falling off her poorly installed roof. She does not have hand railing on the front, back and side steps. Her steps are in serious need of repair.

Revitalize CDC is working to help raise funds and recruit skilled volunteers to work on Elsa's home during #GreenNFit month along with another 11 homes. A total of two of the 11 homes are owned by Vietnam Era military veterans. Our goal is to work on dozens of homes on ten contiguous blocks in the Old Hill Neighborhood each year! This initiative will ultimately rebuild almost 300 homes, clean up vacant lots, improve neighborhood playgrounds and create community gardens.

Revitalize CDC focuses on making meaningful improvements on homes to help reduce energy use, save money, and create a safe, healthy and sustainable living environment for our residents and the community. Improvements include installing or retrofitting HVAC systems to allow for oil-to-natural gas heat and solar conversions; new roofs; energy-efficient windows, doors and appliances; water-saving plumbing fixtures; electrical upgrades; mold remediation, lead abatement and pest control; interior and exterior painting; and modifying homes for aging or disabled homeowners, such as building exterior access ramps.

Each year well over 1,000 volunteers from Maine to Virginia work alongside residents of Springfield, the Old Hill Neighborhood and the targeted block. Families who benefited from past GreenNFit events – Tyler Street, Pendleton Avenue, King Street, Lebanon Street, Greene Street, Alden Street and now Manhattan Street– volunteer to help their neighbors on the next block.

**About Revitalize CDC:** Since Revitalize CDC's inception in 1992, the organization has repaired and rehabilitated almost 700 homes with the help of 10,000 volunteers, investing \$32 million into western Massachusetts. In the past year, Revitalize CDC completed 76 home repair projects on the homes of low-income families with children, elderly citizens, military veterans and people with disabilities.

Our **JoinedForces Initiative**, in partnership with businesses, civic organizations and other nonprofit agencies provides veterans and their families with critical repairs and modifications on their homes. This is all done in a surrounding that offers integrity, dignity and hope.

We leverage the investments of donors, grantors and volunteers as high as 4 to 1 to make significant home repairs that stabilize neighborhoods and strengthen the tax base. We believe in a "Safe, Healthy, Accessible and Energy-Efficient Home for Everyone."

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