



1145 Main St., Suite 107  
Springfield, MA 01103  
[www.RevitalizeCDC.com](http://www.RevitalizeCDC.com)  
Contact: Colleen Loveless  
Cell: 860-668-9701

## **MEDIA ADVISORY**

**Saturday, April 28, 2018**

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

**WHAT:** Press Conference at our 26<sup>th</sup> Annual #GreenNFit Neighborhood Rebuild

**WHEN:** Saturday, April 28, 2018 at 11:00 A.M.

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

### **Revitalize CDC's 26<sup>th</sup> Annual #GreenNFit Rebuilding Day**

#### **Rebuilding Homes on One Block with over 100 Supporters and 1,000 Volunteers all in 1 Day!**

**SPRINGFIELD, Mass.** – Revitalize CDC's #GreenNFit Neighborhood Rebuild press conference will be 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 has physical disabilities finding 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 (she laughs).

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. Her washing machine is leaking. Revitalize CDC is going to surprise her with a brand new stackable washer/dryer from Manny's at the press conference.

Revitalize CDC is working on Elsa's home along with another 11 homes, one nonprofit, one 8-unit Springfield Housing Authority building for people with special needs and create a community garden at Springfield College's Center for Leadership & Civic Engagement on Eastern Avenue.

Two of the 11 homes are owned by Vietnam Era military veterans. Our #GreenNFit Neighborhood Rebuild 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. 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."



**Revitalize CDC**  
Rebuilding our Community Since 1992



1145 Main Street, Suite 107  
Springfield, MA 01103  
[www.RevitalizeCDC.com](http://www.RevitalizeCDC.com)  
Contact: Colleen Loveless  
Cell: 860-668-9701

#GreenNFit 2018 HOUSE SPONSORSHIP	SPONSORSHIP LEVEL
Beveridge Foundation	1 Community Developer
City of Springfield/CDBG	1 Community Developer
Department of Housing & Community Development (DHCD)	1 Community Developer
MassMutual Foundation	1 Community Developer
Rocky's Ace Hardware (Donated materials & labor)	1 Community Developer
Berkshire Bank Foundation	2 Neighborhood Builder
Columbia Gas of Massachusetts	2 Neighborhood Builder
Community Foundation of Western Massachusetts	2 Neighborhood Builder
PeoplesBank	2 Neighborhood Builder
TD Bank	2 Neighborhood Builder
The Irene E. & George A. Davis Foundation	2 Neighborhood Builder
Wells Fargo	2 Neighborhood Builder
*New Hope United Methodist Regional Ministry	3 Block Builder Builder
Alekman DiTusa, LLC	3 Block Builder Builder
CDA Roofing & Siding	4 House Builder
Dietz & Company Architects, Inc.	4 House Builder
Extremely Clean Construction	4 House Builder
Farmington Bank	4 House Builder
RR & CO Realty	4 House Builder
Trinity United Methodist Church	4 House Builder
Blue Cross Blue Shield of Massachusetts	5 Doorway Builder
HarborOne Mortgage	5 Doorway Builder
RH White Construction	5 Doorway Builder
United Bank	5 Doorway Builder
Christ Church Cathedral	5 Doorway Builder
Center for EcoTechnology (CET)	6 Steps Builder
CHD	6 Steps Builder
City of Springfield Fire Department	6 Steps Builder
City of Springfield Police Department	6 Steps Builder
Faith United Church	6 Steps Builder
Home Builders & Remodelers Association of WMASS	6 Steps Builder
Unitarian Universalist Society of Greater Springfield	6 Steps Builder
Western New England University Football (120 Strong Men)	6 Steps Builder
Westover JobCorps	6 Steps Builder
First Church of Christ Congregational in Suffield	6 Steps Builder
Florence Bank	6 Steps Builder

**\*New Hope United Methodist Regional Ministry Following Churches are members:**

- Wesley United Methodist Church
- Trinity United Methodist Church \$10,000 Donation
- St. Paul United Methodist Church See above
- Faith United Methodist Church
- East Longmeadow United Methodist Church
- Mision La Restauracion Ministry
- Family United Methodist Church Brazilian Ministry



**Revitalize CDC**  
Rebuilding our Community Since 1992



1145 Main Street, Suite 107  
Springfield, MA 01103  
[www.RevitalizeCDC.com](http://www.RevitalizeCDC.com)  
Contact: Colleen Loveless  
Cell: 860-668-9701

<b>#GreenNFit 2018 EVENT SPONSORS</b>	<b>SPONSORSHIP LEVEL</b>
Health New England	1 Neighborhood Supporter
Hurley & David HVAC	1 Neighborhood Supporter
Purdy Brush	1 Neighborhood Supporter
Springfield Partners for Community Action	1 Neighborhood Supporter
American Red Cross	3 Doorway Supporter
Baystate Health	3 Doorway Supporter
Eversource	3 Doorway Supporter
MGM Springfield	3 Doorway Supporter
Simonton Windows, Inc.	3 Doorway Supporter
TD Bank (Block Party)	3 Doorway Supporter
Asplundh Tree Service (Wood Chipper & Truck)	4 Steps Supporter
Atlantic Paving & Excavation	4 Steps Supporter
Big Time Products	4 Steps Supporter
Big Y World Class Markets (Gift Cards)	4 Steps Supporter
Brodeur-Campbell Fence Company	4 Steps Supporter
Bryan Hewitt Photography	4 Steps Supporter
C&S Wholesale Grocers, Inc.	4 Steps Supporter
Chrissy Kiddy Digital Marketing	4 Steps Supporter
Clean Machine Power Wash	4 Steps Supporter
Costco	4 Steps Supporter
Dale Edge DJ (Volunteer DJ Services)	4 Steps Supporter
Dennis Group	4 Steps Supporter
dj Julius & KLS Entertainment	4 Steps Supporter
Dunkin Donuts (Coffee & Munchkins)	4 Steps Supporter
Ed Cohen Photography	4 Steps Supporter
Edgewood Golf Cart Sales Agawam (Discounted Carts)	4 Steps Supporter
Go Graphix (In-Kind Signage)	4 Steps Supporter
Inspired Marketing	4 Steps Supporter
JC Williams Community Center/Revival Time (Make lunches)	4 Steps Supporter
Kevin Dowe Painting	4 Steps Supporter
Kino West Media	4 Steps Supporter
Libby Lord Photography	4 Steps Supporter
Manny's TV & Appliances	4 Steps Supporter
Old Hill Neighborhood Council (in-kind, outreach)	4 Steps Supporter
Ondrick Natural Earth (Mulch & Top Soil)	4 Steps Supporter
P&S Tree Service	4 Steps Supporter
Paul Robbins Associates	4 Steps Supporter
Pioneer Valley Asthma Coalition	4 Steps Supporter
Public Health Institute of Western MA	4 Steps Supporter
Ricky's Porta-Pottys (Discount)	4 Steps Supporter
Sharon Marshall Northwestern Mutual	4 Steps Supporter
Springfield College (Use of Parking Lot)	4 Steps Supporter
Springfield Housing Authority (Tent & Golf Carts)	4 Steps Supporter
Springfield Neighborhood Housing Services	4 Steps Supporter



**Revitalize CDC**  
Rebuilding our Community Since 1992



1145 Main Street, Suite 107  
Springfield, MA 01103  
[www.RevitalizeCDC.com](http://www.RevitalizeCDC.com)  
Contact: Colleen Loveless  
Cell: 860-668-9701

Stop & Shop	4 Steps Supporter
Trinity Health - Mercy Medical Center	4 Steps Supporter
Valspar Paint	4 Steps Supporter
Waste Management	4 Steps Supporter
Way Finders	4 Steps Supporter
Wicked Promotions (In-Kind Signage)	4 Steps Supporter
WMAS 94.7FM Cumulus (Ad & LIVE On-Site)	4 Steps Supporter

**ADDITIONAL VOLUNTEER GROUPS**

American International College
Bay Path University (2 Different Groups)
Baystate Mason Square Builders
CAFL Cares
Capital Driver Leasing
Dress For Success
INDIVIDUALS (Hundreds)
Leadership Pioneer Valley
MA Army National Guard
Realtor Association of Pioneer Valley
Skolar Abbott Presser Attorneys at Law
Springfield College (3 Different Groups)
Springfield Honors Academy
Steffian Bradley Architects
Tufts Health Plan
UMASS NAHB Student Chapter
United Personnel
UP Academy
UUSGS (Unitarian Universalist)
Western New England University (5 Different Groups)