



MEDIA ADVISORY: CEO BUILD

Twenty-One Local Executives Unite to Build Homes and Advocate for Affordable Housing

WHAT: In an unprecedented collaborative effort, 21 of Central Florida's top CEOs and business leaders will come together to address the pressing issue of affordable housing in the region. This event will not only showcase their commitment to the community but also highlight the transformative power of homeownership.

CEO Build 2024 is a program by Habitat for Humanity Seminole-Apopka in partnership with Seminole County. CEO Build brings together local CEOs and leaders to build a home for two local families and creates an opportunity for local leaders to give back to their communities and advocate for affordable homeownership.

WHY: CEO Build raises awareness of the affordable housing crisis and promises to be a pivotal moment in the ongoing conversation about affordable housing and its impact on the economic and social fabric of Central Florida. The opening presentation will provide media with exclusive insights into opportunities to drive change and make a lasting difference.

Media will have an opportunity to cover a story that directly impacts our community and signals a shift in approach to affordable housing in Central Florida. Please RSVP in advance to request an interview.

DATE/TIMELINE: **Monday, November 4, 2024, 8:00 a.m.- 12:30 p.m.**

8:00-8:30 a.m.	Breakfast Meet and Greet
8:30-9:30 a.m.	Presentation by Habitat Board Chair and Seminole County Property Appraiser, David Johnson, ABC Central Florida's CEO Michele Daugherty, and Habitat's CEO Penny Seater
9:30-11:15 a.m.	21 CEOs and business leaders work together to build an affordable home
11:30 a.m. - 12:30 p.m.	Lunch and New Homebuyer Dedication

LOCATION: **Habitat for Humanity CEO Build Homes**
569 Sanford Ave, Altamonte Springs, FL 32701
View on [Google Maps](#)

OPPORTUNITIES FOR THE MEDIA: During this dynamic, half-day event, media representatives will have the opportunity to:

- Meet CEOs and leaders representing participating Central Florida organizations including: ABC Central Florida; AdventHealth; CES Mechanical; D.A. Levesque Corporation; Equinox Development; HCA Healthcare; Hudson's Furniture; Infrastructure

Site Development; Morton Construction; Orlando Credit Union; Orlando Health; Orlando Orthopedic Center; Phaxis; Rhodes + Brito Architects; Seminole County Property Appraiser; Seminole County Tax Collector; Tangible Development; TECO Peoples Gas; Total Solutions Group; and Workforce Partners.

- Witness firsthand the unity and dedication of 21 CEOs as they actively participate in the construction of two affordable homes, engaging in activities such as painting and landscaping.
- Attend a comprehensive briefing on the critical challenges facing the region, led by esteemed speakers including Habitat Board Chair, David Johnson, ABC Central Florida CEO, Michele Daugherty, and Habitat CEO, Penny Seater.
- Understand the strategies devised by these leaders to mobilize stakeholders and foster a collaborative environment aimed at finding sustainable solutions.
- Funding from Seminole County made the projects possible. Engage with local officials who have supported this initiative and learn about their vision for affordable housing in the community.
- Discover the personal journeys of two local families who, through perseverance and support, are about to become homeowners, changing the course of their lives forever.
- Tour the new homes and see their quality and design.

**RSVP and
INTERVIEW
REQUESTS**

Please RSVP to Lisa Junkerman at ljunkerman@habitat-sa.org or 407-252-3983 to confirm your attendance, request an interview, or for any additional information.

**ABOUT HABITAT
FOR HUMANITY
SEMINOLE-
APOPKA:**

Habitat for Humanity Seminole-Apopka has been building brighter futures and better communities in Central Florida for over 33 years. Through financial support, business partnerships, and volunteer resources, Habitat builds and develops affordable homes that are sold to low-to-moderate income families at no profit and are financed with a modest mortgage. Homebuyers qualify through financial education, volunteerism and by helping to build their home as well as those of other, future homebuyers. Visit <https://www.habitatseminoleapopka.org/> to learn more.

MEDIA & ONSITE CONTACT:

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