



## **MEDIA ADVISORY**

### ***Preview and Tour of Habitat's Leadership Point in Sanford***

- WHAT:** An open house of Leadership Point – Habitat's newest enclave that expands the nonprofit's role as a comprehensive developer of home communities.
- WHY:** This event marks a significant milestone to commemorate upward mobility for six families slated to move to Leadership Point. 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. Your coverage will help reach a wider audience and further our mission of advocating for affordable housing. Homeownership builds stronger communities, creates a more stable workforce, and encourages homeowners to take a proactive role in their civic duties.
- DATE/TIME:** **Wednesday, August 14, 2024, 10:00 a.m.- 11:00 a.m.** or by appointment
- LOCATION:** **Leadership Point Home**  
**1209 West 20th Street, Sanford, FL**  
View on [Google Maps](#)
- OPPORTUNITIES FOR THE MEDIA:** **Tour the New Homes:** Media representatives will have the chance to explore the new housing units, see firsthand the quality and design of the homes provided to working families, and meet a Habitat homebuyer.
- Meet, Interview Seminole County Government Officials:** Engage with local officials who have supported this initiative and learn about their vision for affordable housing in the community. Request an interview with **David Johnson, Seminole County Property Appraiser**.
- Interview the CEO and COO:** Gain insights from Penny Seater and Kelly Pisciotta, driving forces behind Habitat for Humanity-Seminole – Apopka's mission and efforts to improve affordable housing across Central Florida.
- RSVP INFORMATION:** Please RSVP by Tuesday, August 13, 2024 to Lisa Junkerman at [ljunkerman@habitat-sa.org](mailto:ljunkerman@habitat-sa.org) or 407-252-3983 to confirm your attendance 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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