



## **MEDIA ADVISORY:**

### **Wharton-Smith and Habitat for Humanity Seminole–Apopka Builders Blitz 2025**

*Central Florida's Leading Home Builders Unite to Address Affordable Housing*

**WHAT:** In a remarkable demonstration of community partnership, Central Florida's leading home builders and construction industry professionals will come together for Wharton-Smith and Habitat for Humanity Seminole–Apopka's Builders Blitz 2025, an annual signature event. Participating builders and their trade partners have donated materials, expertise, and countless volunteer hours to construct affordable homes for hardworking local families in record time. Build activities occur throughout the months leading up to the dedication. The home is generously sponsored and built by Wharton-Smith, Inc. and their subcontractor partners.

Coming from the recent news of a historic \$1 million investment from Wharton-Smith to transform affordable housing in Central Florida, this event represents the construction industry's collective commitment to addressing Central Florida's critical affordable housing shortage through direct action, collaboration, and community building.

**WHY:** Affordable housing continues to impact families throughout Central Florida. Builders Blitz 2025 mobilizes the region's construction industry leaders to be part of the solution, demonstrating how professional expertise and industry partnerships can accelerate affordable home construction and transform lives. This event showcases the power of collaboration between builders, subcontractors, and suppliers working together toward a common mission.

This event offers exceptional media opportunities to capture the construction industry, tour a newly built home, and tell the story of a family whose life will be forever changed by affordable homeownership.

**DATE/TIMELINE:** Thursday, November 20, 2025, 11:30 a.m.

#### **Event Schedule:**

- 11:30 a.m. – Home dedication ceremony
- Hear from the homebuyer(s)
- Remarks from Habitat leadership and participating builders
- Ribbon cutting

- Noon: Home tour
- Special jambalaya prepared by Wharton-Smith Construction Superintendent by day, Culinary Expert Chef by night, Mark
- Commemorative Builders Blitz t-shirts for registered attendees (while supplies last)
- Open to the public – all are welcome to attend this inspirational event

**LOCATION:** Habitat for Humanity Builders Blitz Home Site Specific address to be provided upon RSVP

**MEDIA OPPORTUNITIES:**

- Capture dynamic construction footage of professional builders, subcontractors, and volunteers working together to complete homes in an accelerated timeframe
- Document the transformation from foundation to finished home
- Interview construction industry leaders, including representatives from Wharton-Smith and participating trade partners
- Hear from Habitat homebuyers about the impact of affordable homeownership
- Feature remarks from:
  - **Penny Seater** – CEO, Habitat for Humanity Seminole–Apopka
  - **Tim Smith** – President and CEO, Wharton-Smith (Title Sponsor)
  - Participating builders and subcontractors
- Photograph/film the home dedication ceremony
- Explore partnership opportunities between Habitat and the construction industry

**RSVP AND INTERVIEW REQUESTS:** Please confirm attendance in advance to arrange interview opportunities, receive event location details, and reserve your commemorative Builders Blitz t-shirt while supplies last.

**Contact:**

- **Lisa Junkerman** – Chief Growth Officer, Habitat for Humanity Seminole-Apopka
- Email: [ljunkerman@habitat-sa.org](mailto:ljunkerman@habitat-sa.org)
- Phone: 407-252-3983

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

Habitat Seminole–Apopka has been building brighter futures and stronger communities in Central Florida for over three decades. Through financial support, volunteer participation, and business partnerships, Habitat constructs and develops affordable homes that are sold to families with low-to-moderate incomes at no profit, financed with modest mortgages. Homebuyers invest in their futures by completing financial education and helping to build their own homes as well as those of other families through earned “sweat equity” hours. Learn more at:  
[habitatseminoleapopka.org](http://habitatseminoleapopka.org)

**MEDIA ONSITE CONTACT:** To coordinate interviews, photography, or filming logistics onsite:

**Lisa Junkerman** [ljunkerman@habitat-sa.org](mailto:ljunkerman@habitat-sa.org) 407-252-3983

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