



January 30, 2009

**FOR IMMEDIATE RELEASE**

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## **MEMPHIS “HUDDLES UP” FOR FAMILIES IN NEED Super Sunday Event Expected to Raise \$20,000 for Habitat**

**Memphis, Tennessee** – Every sports fan has dreamed of being the player whose last second heroics propel his or her team to victory. This Super Sunday, Memphis-area residents will huddle up and make a winning call for the entire community—a play that’s sure to make them MVPs.

The Matrix Achievement Group HOME TEAM HUDDLE, benefiting Habitat for Humanity of Greater Memphis, will take place on Sunday, February 1 during the biggest professional football game of the year. Participants will host Super Sunday parties all over the city and collect donations for Habitat for Humanity of Greater Memphis at halftime. All proceeds go directly to the local affiliate and help further Habitat’s mission of eliminating substandard housing in the community.

Individual party hosts and guests will become eligible for HOME TEAM HUDDLE’s grand prize of a weekend getaway to an NFL city next season. Hosts raising the most money also will be eligible for other prizes, including restaurant gift certificates and tickets to area sporting events. The Matrix Achievement Group HOME TEAM HUDDLE is sponsored by Northwest Airlines, Hilton Hotels Corporation, WMC-TV, Memphis Flyer, Magna Bank and Lenny’s Sub Shop.

More than 60 party hosts are registered to participate. All hosts receive a Home Team Party Pack designed to help promote and build excitement around the parties. The pack includes an official T-shirt; fun promotional items such as an insulated event mug, beverage coasters, event poster, recipes and stickers for party guests; collection envelope and ideas for helping to promote the event.

Habitat for Humanity is a nonprofit, ecumenical Christian housing ministry dedicated to eliminating poverty housing. Memphis Habitat has built 318 homes since its founding in 1983. Habitat houses are built with volunteer labor and sold to partner families, at no profit and with no interest charged. Partner families make a down payment and invest hundreds of hours of “sweat equity” into the construction of their homes and other Habitat homes.

***For event information or to line up interviews with Habitat personnel or party hosts, please contact community relations director Jeff Capps at 901.497.7022.***

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## Official Parties and Contacts

General Location: *Germantown*  
Contact(s): Carmen and Ron Anderson  
Address: 2566 E. Ingleside Farms Road, Germantown 38139  
Phone: 901.755.3046  
Notes: Carmen and Ron were last year's winning hosts, raising close to \$3,000!

General Location: *East Memphis*  
Contact(s): Valerie and Jeff Morris  
Address: 901.335.7708  
Phone: 1163 River Oaks View Cove, Memphis 38120  
Notes: Valerie and Jeff are very enthusiastic first-time HTH party hosts!

General Location: *Cordova*  
Contact(s): Julie and Patrick Dorian  
Address: 1628 S. Frence Creek Cove, Cordova 38016  
Phone: 901.491.3254  
Notes: Julie builds homes with Habitat as a member of our construction committee!

General Location: *Collierville*  
Contact(s): David and Kim Perry  
Address: 1797 Lisson Cove, Collierville 38017  
Phone: 901.850.8659  
Notes: David works for International Paper, which will be building with Habitat this spring!

General Location: *Southwind*  
Contact(s): Guy and Linda Photopulos  
Address: 8792 Club Lake, Memphis 38125  
Phone: 901.748.1155  
Notes: Members of G'town Methodist's "Alpha" class have raised \$6,000 in four Huddles!

General Location: *Olive Branch / North Mississippi*  
Contact(s): Celia Webb  
Address: 6716 Indigo Lake Drive, Olive Branch 38654  
Phone: 901.634.6717  
Notes: Celia's husband, Greg, is Memphis Habitat's director of construction!

***For event information or to schedule an official Habitat interview, please contact Jeff Capps, director of community relations, at 901.497.7022 (cell). Thanks for your support!***