



December 19, 2007

FOR IMMEDIATE RELEASE

Contacts: Jeff Capps - (901) 497-7022 or jcapps@memphishabitat.com
Cristy Racy – (901) 574-8421 or cristy@obsidianpr.com

HABITAT “HUDDLES UP” FOR FAMILIES IN NEED

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, Habitat for Humanity wants Memphis-area residents to 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 3 during the biggest professional football game of the year. Participants simply are asked to host a Super Sunday party 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 and poverty 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 prizes, including restaurant gift certificates and tickets to area sporting events. The Matrix Achievement Group HOME TEAM HUDDLE is sponsored by Regions Bank, Northwest Airlines, Memphis Flyer, WHBQ-TV and The Gardener’s Shadow.

Party hosts who sign up by Friday, February 1 will receive their own 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 souvenir sport bottle, beverage coasters, event poster 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 304 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.

The Home Team Huddle logo is available for publication, per your request. For more information or to sign up to host your own Home Team Huddle, contact Jeff Capps by calling 761-4771, ext. 215 or via e-mail at jcapps@memphishabitat.com.