



January 4, 2006

**FOR IMMEDIATE RELEASE**

Contact: Jeff Capps - (901) 761-4771, ext. 215 or [jcapps@memphishabitat.com](mailto:jcapps@memphishabitat.com)

**HABITAT "HUDDLES UP" FOR FAMILIES IN NEED**

**Memphis, TN** – 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.

Habitat's Home Team Huddle, presented by Matrix Achievement Group, will take place on Sunday, February 4 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. Home Team Huddle is presented by Matrix Achievement Group. Other support has been provided by the Memphis Flyer, WREC Radio, WREG-TV, The Gardener's Shadow and Glankler Brown.

Party hosts who sign up by Friday, February 2 will receive their own Home Team Pack designed to help promote and build excitement around the parties. The pack includes an official Home Team Huddle T-shirt, insulated souvenir sport bottle, keychain, beverage coasters, event poster, stickers for party guests, collection envelope, and ideas for helping to promote the event.

This year's event also features a "Super Saturday" flag football tournament at Rhodes College on Saturday, February 3. Ten-member teams are asked to provide a \$300 donation as their registration fee, and each team is guaranteed to play at least two games. Each player will receive a Home Team Huddle T-shirt, and all players are eligible for the NFL getaway. To register for either phase of the event, call 761-4771, ext. 215 or send an e-mail to [hometeam@memphishabitat.com](mailto:hometeam@memphishabitat.com). More information about Home Team Huddle is available via the Habitat Web site at [www.memphishabitat.com](http://www.memphishabitat.com).

Habitat for Humanity is a nonprofit, ecumenical Christian housing ministry dedicated to eliminating poverty housing. Memphis Habitat has built 285 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](mailto:jcapps@memphishabitat.com).*