



For Immediate Release

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Cincinnati Habitat Invites You to “Build Homes While Building Your Wardrobe” General Growth Properties to sponsor Habitat booth at *Festival in Sycamore* and offer savings at Kenwood Towne Centre

CINCINNATI – Supporting Cincinnati Habitat for Humanity never looked so good. Cincinnati Habitat (www.cincinnatihabitat.org) will be on hand at the annual Festival in Sycamore to promote its mission of eliminating substandard housing throughout Cincinnati and sell coupon books that offer savings at over 60 stores in Kenwood Towne Centre. Cincinnati Habitat will be on site hosting a booth at the annual free festival, which will feature food, games, rides, and music Friday, July 16, and Saturday, July 17.

Cincinnati Habitat has teamed up with General Growth Properties, which manages Kenwood Towne Centre as well as numerous malls across the country, to sell coupon books in support of Cincinnati Habitat's mission. The \$5 coupon book contains coupons totaling more than \$200 worth of savings, for more than 60 retailers inside Kenwood Towne Centre, along with savings at Cincinnati Habitat's ReStore, located at 4910 Para Drive in Bond Hill. One hundred percent (100%) of the proceeds will benefit Cincinnati Habitat for Humanity.

“This coupon book is a creative way to promote Cincinnati Habitat’s mission and begin our partnership with Kenwood Towne Centre and General Growth Properties,” said Marissa Woodly, Development Director, Cincinnati Habitat. “We know not everyone necessarily has time to volunteer or has a lot of money to donate. This is a simple way people can show their support for Habitat’s efforts in the community. We’re so grateful to Kenwood and its retailers for their support and are looking forward to the festival where we’re expecting a great turnout.” Also, just for stopping by Cincinnati Habitat’s booth, visitors will be entered to win a gift basket worth almost \$500, including a \$250 gift card to Kenwood Towne Centre.

For those unable to attend the festival, coupon books will also be available for purchase at the Guest Services counter in Kenwood Towne Centre, Cincinnati Habitat’s ReStore, and at select construction sites. Coupon books are valid through 2010. Be on the look out for more ways to support Habitat’s local efforts through Kenwood Towne Centre and at General Growth Properties’ other malls across the country.



For more information on Cincinnati Habitat or to volunteer, visit www.cincinnatihabitat.org, follow Cincinnati Habitat on twitter at <http://twitter.com/CincyHabitat>, or like Cincinnati Habitat on Facebook at <http://www.facebook.com/CincinnatiHabitat>.

About Cincinnati Habitat for Humanity

Cincinnati Habitat for Humanity is a non-profit Christian housing ministry that seeks to eliminate substandard housing by building and renovating simple, decent, affordable homes to sell to low-income families in need. Cincinnati Habitat works in equal partnership with families, volunteers and donors building a sense of community as well as affordable housing. Our partners include corporations, churches, foundations, organizations and individual donors who donate money, labor and materials to fund and build our homes. Cincinnati Habitat has built over 220 homes in neighborhoods that include Avondale, Clifton, Columbia Tusculum, Evanston, Harrison, Hyde Park, Lincoln Heights, Lockland, Madisonville, Mt. Auburn, Mt. Washington, North Fairmount, Northside, Oakley, Over-the-Rhine, Price Hill, South Cumminsville, South Fairmount, Walnut Hills, Westwood and Winton Place, among others. For more information, visit www.cincinnatihabitat.org.

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