

# P R E S S   R E L E A S E

## **Southern Botanical landscapes Dallas Area Habitat for Humanity homes.**

Dallas, Tx, November 15, 2011 - Habitat For Humanity recently announced a major investment in five Dallas neighborhoods, including some in the poorest parts of the city. The "Dream Dallas" plan will be one of the largest projects of its kind and includes constructing new homes and refurbishing others that are rundown.

Dallas Area Habitat for Humanity is spending \$100 million on the project and Southern Botanical is doing its part to serve local residents and the community. Southern Botanical Manager of Development Operations Chris Pscenk and Project Manager Cory Cooper worked with Southern Botanical Team members to help restore and revitalize the landscape for one of these newly installed residences located on Jamaica Street near Fair Park.



Chris said, "It was a pleasure to be a part of this project and a rewarding experience not only for myself, but for our team. With the craziness we all experience in our lives, it is nice to be able to take what we do on a daily basis and make a difference in someone's life. It was something we all felt fortunate to be part of and we look forward to helping with new development projects in the future."

An estimated 1,000 homes will be constructed and refurbished by 2014, all in parts of the city which have been underserved for decades. The five Dallas neighborhoods being targeted in this project are: Bonton, the South Dallas area near Fair Park, West Dallas, Joppa and the Lancaster Transportation Corridor. Each of these neighborhoods will receive a varying number of new homes, along with about 20 homes in each area being refurbished.

"In the 21st century we realize we have to move our vision to revitalize Dallas neighborhoods that need it the most," explained Bill Hall, CEO of Dallas Area Habitat for Humanity. "Dallas Habitat is looking to transform these impoverished areas into neighborhoods people want to call home, and break the cycle of poverty for deserving families in Dallas".

The Dallas Dream project aims to revitalize areas by providing homes for low- to moderate-income earners. According to Habitat officials the average house will cost between \$85,000 and \$105,000, depending on the location. Those who apply for the homes are families earning between \$20,000 and \$40,000 each year.

Thank you to all that assisted and special thanks to Chris, Cory and the rest of the Southern Botanical Team who assisted with making this project a huge success.

For more information, contact James Cali at 214.366.2103.   ###

---

### **MEDIA CONTACT:**

James Cali  
Southern Botanical  
p 214.366.2103  
c 214.213.1317  
James.Cali@southernbotanical.com

