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For Immediate Release

Habitat for Humanity Celebrates Earth Day by Recycling Cars into Homes
Car Donations in Bergen, Essex, Morris and Passaic Counties eligible for Matching Grant Program

NEWARK, N.J. – April 21, 2011 – In celebration of Earth Day, four Habitat for Humanity affiliates in northern New Jersey invite everyone to recycle their used cars and vehicles to help build a brighter future in partnership with low-income families.

Throughout the month of April, Habitat for Humanity's Cars for Homes program will kick off the yearlong "Every day is Earth Day" initiative, encouraging people to donate their used cars, trucks RVs, boats and other vehicles to help raise funds to build affordable homes.

Now through June 30, Habitat for Humanity International will also provide a matching grant of up to \$100,000 from Habitat's Cars for Homes program, doubling the value of any vehicles donated to Paterson Habitat, Habitat Newark, Morris Habitat for Humanity and Habitat for Humanity of Bergen County.

Vehicles from zip codes in Bergen, Essex, Morris and Passaic counties, as well as donations made by phone when the donor specifically asks for the funds to go to one of those Habitat affiliates, will count toward the matching program.

The matching grant program has been a huge success to date. The four New Jersey Habitat affiliates working together to promote this year's matching grant program have seen a 39 percent increase from January through March of this year when compared to the same period in 2010. The additional revenue generated by these matching funds provides these four Habitat affiliates with more opportunity to build affordable homes in partnership with low-income New Jersey families.

For nearly six years, Habitat's Cars for Homes funds have been distributed to 1,055 local Habitat for Humanity organizations in the United States, Canada and overseas to help build affordable homes. To date, more than 30,000 vehicles have been donated to the program, equaling nearly \$3 million a year for Habitat affiliates worldwide.

"Many times, used cars end up in a landfill or sitting idle, but donating an vehicle for recycling or reselling is a hassle-free and easy way for anyone to help support their local Habitat affiliate and help provide affordable housing within their own community," said Marcia Rundle, director of Habitat's Cars for Homes program. "On average, more than 50 percent of the vehicles we receive each year are recycled, so donating idle cars not only helps the community but also lets all of us be good stewards of our environment."

Interested donors can call 1-877-277-HFHI (4344) or donate a car or other vehicle online at www.CarsforHomes.com. Donor contact, title and vehicle information is collected, and upon acceptance of the donation, Cars for Homes will tow the vehicle away, free of charge. Donors receive an acknowledgement letter for their car donation and should check with the Internal Revenue Service or their tax advisor for information about the tax deductibility of their donation.

