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PENINSULA HABITAT LAUNCHES NEW FACEBOOK PAGE

REDWOOD CITY, Calif., November 15, 2007 – Peninsula Habitat for Humanity today announced a new Facebook Page where users can interact with Peninsula Habitat, associate with the non-profit organization as a “fan” and have their actions spread virally to their friends. Peninsula Habitat created the Facebook Page to communicate and share information with users, while leveraging the social utility to help increase awareness of the organization as well.

“We are excited to extend Peninsula Habitat’s web presence to Facebook,” said Mary Boughton, Executive Director of Peninsula Habitat for Humanity. “Through Facebook, we will not only be able to target existing users in new and innovative ways, but also hopefully reach new users as well by leveraging our network of connections and relationships.”

Peninsula Habitat’s Facebook page is located at www.facebook.com/PeninsulaHabitat. Users can go to this page to access information about Peninsula Habitat, upcoming events and volunteering opportunities, as well as home construction projects for low-income families. Additionally, Peninsula Habitat has added the Causes application to its Page to allow supporters to contribute financially or fundraise on the organization’s behalf as well. Users can support Peninsula Habitat as a fan, then share information with their friends and act as a trusted referral. Facebook users can interact directly with Peninsula Habitat through the Facebook page by adding reviews, writing on the Wall, and uploading photos. Other ways to interact with Peninsula Habitat on Facebook, such as mobile access, may be available in the future.

Facebook is a social utility that offers an efficient way for people to stay connected with their friends and the people around them. With more than 53 million active users, Facebook is the sixth-most trafficked website in the United States. Facebook Pages allows users to interact and affiliate with businesses and organizations in the same way they interact with other user profiles. More than 50 percent of Facebook users return to the site each day, providing unique social distribution opportunities and an ongoing dialogue between companies and their fans.

Founded in 1989, Peninsula Habitat for Humanity is a local affiliate of Habitat for Humanity International that builds affordable ownership homes for low-income families in San Mateo County – offering them a hand up, not a handout. By partnering with families in need, along with community volunteers and donors, Peninsula Habitat seeks to eliminate poverty housing and substandard living conditions. In 18 years, the agency has worked with more than 40,000 volunteers and community donors to empower more than 100 families to become homeowners. Families who are selected for a Habitat home invest a lot of effort into their dreams, including 500 hours of "sweat equity" to help build their own homes. They purchase their homes with no down payment and a zero-interest mortgage structured never to exceed one-third of their monthly income. Some families even go on to purchase market rate homes, creating a new cycle of opportunity as their Habitat homes become available again in the community housing pool. Currently, Peninsula Habitat is building four homes in South San Francisco and another eight homes will get underway soon in Redwood City.

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