



FOR IMMEDIATE RELEASE

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MEDIA RELEASE

Habitat for Humanity CEO Elected to San Diego Housing Federation Board of Directors

Lori Holt Pfeiler joins other industry leaders to advocate for affordable housing

SAN DIEGO, CA – San Diego Habitat for Humanity President and CEO, Lori Holt Pfeiler, now serves on the Board of Directors of the San Diego Housing Federation. In this new role, Pfeiler will help to advance the shared mission of both organizations – to help hardworking San Diegans gain access to affordable housing.

As a member of the San Diego Housing Federation’s Board of Directors, Pfeiler will join a collective voice that advocates for affordable housing legislation at the local, state and federal levels. As the CEO of San Diego Habitat for Humanity, she knows that building decent, affordable housing for families is only part of the solution to the housing crisis. Legislation that directly addresses the issues that restrict access to affordable housing must be generated.

The San Diego Housing Federation (SDHF) creates housing opportunities for low-income people by expanding the knowledge, capacity and influence of the affordable housing development community. “The Federation is extremely fortunate to have Lori joining the Board,” said SDHF Executive Director Steve Russell. “She brings with her a wealth of experience as a public servant, elected official, and seasoned policy expert, all of which will contribute greatly to the Federation’s goal of increasing the region’s supply of affordable housing for those most in need.”

Habitat’s mission is to bring people together to build homes, communities, and hope. It is a major player in the affordable housing industry and collaboration with the San Diego Housing Federation creates opportunities to develop innovative solutions to address affordable housing challenges in San Diego County.

“I am honored to be a part of the San Diego Housing Federation’s ongoing efforts to advocate on behalf of an industry that builds and supports affordable housing,” said Pfeiler. “The organization does so much to create life-changing opportunities for local, low-income families, and I am looking forward to working with its esteemed board members to that end.”

About San Diego Habitat for Humanity

San Diego Habitat for Humanity Inc. (SDHFH), the local affiliate of Habitat for Humanity International, is a nonprofit organization that builds and repairs homes for local hardworking families in need. Habitat partner families are selected on the basis of housing need, willingness to partner with Habitat and ability to repay an affordable mortgage loan.

Habitat for Humanity exists through volunteer labor and contributions of money, land and materials, including purchases and donations to the ReStore, SDHFH's discount home improvement retail center. For more information, visit www.sdhfh.org or call 619-283-HOME (4663).

About The San Diego Housing Federation

The San Diego Housing Federation (SDHF) is the oldest regional voice for affordable housing in San Diego County. Formed in 1990, SDHF is the only association of affordable housing developers and advocates working in San Diego's 18 cities and the unincorporated area. Through its staff and volunteers, SDHF has been the leader for over two decades in efforts to build and sustain a vital affordable housing program in the San Diego region. As a result of our work, thousands of affordable homes have been constructed or preserved in the San Diego region.

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