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CEDC JOINS COAST-TO-COAST COALITION IN ANNOUNCING LAUNCH OF HOME MATTERS™

**Unique National Initiative Aims to Unite America Around The Essential Role that Home Plays
as the Bedrock for Thriving Lives, Families, and a Stronger Nation**

Ventura, CA – [March 12, 2013] – The Cabrillo Economic Development Corporation (CEDC) is part of a coast-to-coast coalition that launched a unique national initiative called Home Matters™ in Washington, DC today. The initiative aims to unite America around the essential role that Home plays as the bedrock for thriving lives, families, and a stronger nation.



Home Matters emerged from a growing coalition of housing and community development organizations across the country whose leaders believe that the importance of Home, as a core building block for America, is not sufficiently recognized. The coalition includes regional and local organizations providing housing and related services in 26 states – from California to Vermont, Florida to Washington – as well as national entities like the [National NeighborWorks® Association](#), Citi Community Development, and Wells Fargo. CEDC is a member of National NeighborWorks Association.

As it grows, Home Matters will go beyond housing and illuminate the connections between stable housing and other important facets of American life such as:

- **Individual Success:** Home recharges adults and children alike for the day ahead.
- **Education:** Children in stable homes learn and achieve more in school.
- **Health:** Healthy habits take root more easily in stable affordable homes.
- **Public Safety:** Stable homes make communities safer.
- **A Strong Economy:** Homes that are affordable are crucial to a vibrant job-generating economy.

The launch took place on Capitol Hill with hundreds of leaders of housing and community development organizations gathered from all over the nation. CEO Nancy Conk attended the launch on behalf of CEDC.

Launch events, which continue today and tomorrow, include a keynote address by U.S. Secretary of Housing and Urban Development Shaun Donovan and a gathering at the U.S. Senate with Members of Congress.

“Home is fundamental to the strength of our nation,” said NNA Executive Director Dave Brown. “It’s at the core of having strong families, schools, neighborhoods, and an effective workforce for the 21st century. That’s why it’s so important that its role be understood.”

“The launch of Home Matters is an important step in increasing public awareness and support for the crucial role that Home plays in America,” said Nancy Conk, CEO of Cabrillo Economic Development Corporation. “Home is central to community-building; all of our aspirations for our communities depend upon it.”

In raising public awareness of the importance of Home, Home Matters will do the following: educate, highlighting the benefits of Home; collaborate, bringing disparate organizations and industries together; engage, rallying local leaders and mobilizing the public; advocate, encouraging policymakers to protect and support Home and related initiatives; support, raising funds and increasing investments to sustain the work that makes Home a reality for more Americans; and, celebrate, promoting and honoring the extraordinary impact of Home.

More information on Home Matters is available at www.HomeMattersAmerica.com.

About CEDC

CEDC is a private non-profit community development corporation that provides comprehensive housing services, through a community building approach, in Ventura and Santa Barbara counties. Since its incorporation in 1981, CEDC has built 1,634 units of affordable for-sale and multi-family rental homes, and manages 973 affordable rental units. CEDC’s NeighborWorks® HomeOwnership Center has assisted more than 817 families into home ownership through education, counseling, and lending services since 2004. This includes more than \$110 million in first and second mortgage financing and down payment assistance. CEDC is a chartered member of NeighborWorks®, a national network of more than 235 community development and affordable housing organizations. CEDC received the prestigious “Affordable Builder of the Year” award from Build it Green in 2012. This year marks CEDC’s 32nd year of operation.

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