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BROWN-FORMAN PARTNERS WITH HABITAT FOR HUMANITY OF METRO LOUISVILLE ON PARKHILL “LOVE YOUR NEIGHBORHOOD” EVENT

Brown-Forman employees and Habitat volunteers team up with area residents to help beautify neighborhood through low-cost repair and neighborhood cleanup projects in the Parkhill area

LOUISVILLE, KY – On July 30, Brown-Forman Corporation and Habitat for Humanity of Metro Louisville will host a Community Development and Repair Project, “Love Your Neighborhood” in the Parkhill neighborhood. The goal of the program is to increase pride in the neighborhood, while creating a safer and healthier environment through low-cost exterior repairs for homeowners, and beautification projects to improve the entire streetscape. The event will take place from **8 a.m. – 4 p.m. on Saturday, July 30** and Habitat expects hundreds of volunteers from Brown-Forman and the community to join area residents in the event.

“When people think of Habitat for Humanity, they think about building houses. And they should, through our community’s compassion and giving spirit we have built more than 450 Habitat homes throughout Metro Louisville, said Rob Locke, CEO of Habitat for Humanity of Metro Louisville. “But, while building is what we do, the reason we do it is to change lives.”

“For families to succeed, sometimes the dynamics of their neighborhood have to change,” added Locke. “The “Love Your Neighborhood” initiative expands our traditional partnership with new homeowners and volunteers to include neighbors and local organizations for a far greater impact on the community.”

Habitat for Humanity of Metro Louisville launched the “Love Your Neighborhood” program in April of this year in the Smoketown-Shelby Park neighborhoods and received a great response from the community. Over 300 volunteers and area residents worked together to make repairs to beautify neighborhood and provide a safer, healthier environment. The Brown-Forman sponsored Parkhill neighborhood project builds on this success.

“Brown-Forman’s partnership with Habitat for Humanity in the Parkhill neighborhood provides our employees a chance to make a profound and deep impact close to home,” said Karen Krinock, Employee Program Coordinator for Brown-Forman.” As a significant employer in the area, we’re deeply invested in helping to make Louisville a robust, dynamic city to live, work, and raise families in. Partnering on this community enhancement event provides one more way to give back to the neighborhood.”

Projects planned for the July 30 event include landscaping, siding and gutter repair, painting, fence repair and neighborhood cleanup activities. In addition, Building Blocks, a community-based art program, work with the residents and volunteers, particularly the youth, to paint the basketball backboards, posts and bleachers in St. Louis Park.

The event includes a community celebration lunch for area residents and volunteers in St. Louis Park sponsored by LDG Development. Adjacent to the lunch area, community partner booths will be set-up to provide area residents information on opportunities and programs available to them in their neighborhood.

Volunteers will meet at the 2000 block of Wilson Ave. between 8 – 8:30am on Saturday, July 30. All volunteers must be at least 14 years old and sign in at the meeting location. Dress appropriately for the weather in casual clothing and comfortable closed-toe shoes.

Those interested in volunteering or having their organizations participate in a “Love Your Neighborhood” event can contact Habitat’s Volunteer Coordinator, Allison Raque at (502) 805-1665 or araqe@louisvillehabitat.org.

“Love Your Neighborhood” is sponsored by Brown-Forman Corporation and Thrivent Financial.

About Brown-Forman Corporation

For more than 145 years, Brown-Forman Corporation has enriched the experience of life by responsibly building fine quality beverage alcohol brands, including Jack Daniel’s Tennessee Whiskey, Jack Daniel’s & Cola, Jack Daniel’s Tennessee Honey, Gentleman Jack, Jack Daniel’s Single Barrel, Finlandia, Korbel, el Jimador, Woodford Reserve, Canadian Mist, Herradura, New Mix, Sonoma-Cutrer, Early Times, and Chambord. Brown-Forman’s brands are supported by nearly 4,400 employees and sold in approximately 160 countries worldwide. For more information about the company, please visit <http://www.brown-forman.com>

About Habitat for Humanity of Metro Louisville

Habitat for Humanity of Metro Louisville was founded in 1985 by a group of people concerned with the lack of affordable housing in Louisville. In 1986, a house in need of renovation was donated and the group began its first project. It took the consortium of volunteers, primarily from the faith community in Louisville, two years to complete the first project. Since then, Habitat for Humanity has built or renovated over 450 homes in Louisville and Oldham County.

Through volunteer labor and the donations of money and materials, Habitat builds and renovates simple, decent houses for people who make between 30%-80% of the area's median income. All partner families must be employed and meet credit guidelines in order to qualify. In addition to a down payment and a monthly mortgage, they are required to invest 400 hours of sweat equity in their home and in the homes of other partner families. Houses are sold at no profit with a zero interest, 20-year loan. We currently have a foreclosure rate of just under two percent, and continue to work with all of our families to ensure success. For more information, visit www.louisvillehabitat.org.

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