



For Immediate Release

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For REALTORS®, 2012 is the Super Bowl to Watch

The REALTOR® Foundation announces partnership with the Super Bowl Housing Legacy Project

INDIANAPOLIS – As excitement in central Indiana mounts for the Colts' return trip to the Super Bowl on Feb. 7, excitement is building within the REALTOR® community for Super Bowl XLVI, hosted in Indianapolis. The REALTOR® Foundation, the philanthropic arm of the Metropolitan Indianapolis Board of REALTORS® (MIBOR) announced plans to help build 32 affordable homes as part of a revitalization of a near-eastside Indianapolis neighborhood in a project called *Building a Living Legacy*. The project will culminate in 2012 and will commemorate both the 100-year anniversary of MIBOR as well as the 2012 Super Bowl.

"REALTORS® have made many contributions to our community over the past century, but this is a lasting, tangible piece of history we're creating," explained Regina Jones, 2010 president of the REALTOR® Foundation.

Each year, the Foundation looks to support the vital work of organizations that serve people displaced because of domestic violence, natural disaster or those affected by economic hardships that have made them temporarily homeless. In the past seven years, the REALTOR® Foundation has provided \$500,000 to local homeless service providers throughout central Indiana. However, the Foundation envisioned a more permanent gift to mark 100 years of REALTOR® community involvement.

To this end, REALTORS® have pledged \$500,000 to revive a struggling urban Indianapolis neighborhood. Part of the larger Super Bowl Housing Legacy Project – which aspires to build, repair, or renovate 250-300 homes and units of affordable housing – the Foundation's 10 percent contribution will help create 32 new housing units for families threatened by homelessness. Over the next three years, volunteers from the Foundation and other Near Eastside community organizations will work together to rehabilitate or build these units while maintaining the diverse culture the neighborhood has long enjoyed. The result will be a neighborhood of choice for residents of all income levels.

To date, \$300,000 has been raised for *Building a Living Legacy* from individual MIBOR members. The organization's supporters will also continue to donate funds to sustain the Foundation's ongoing grant cycle and community support initiatives separate from the 2012 Legacy Project.

"Philanthropy is our mission at the REALTOR® Foundation – it's not a new venture for us," Jones said. "But it's exciting to be part of a long-term giving and volunteer project. We know that we're creating a piece of history for the community, not to mention providing a life-changing opportunity for numerous local families fighting back from homelessness. It's the best possible way we could mark both our MIBOR Centennial, and our city's first-ever Super Bowl."

The 32 homes will be owned by the REALTOR® Foundation's partner, the John H. Boner Community Center, who will provide residents with support and services to help them establish and maintain home ownership.

Each family selected to be part of the *Building a Living Legacy* effort will be on the path to home stability. As residents make strides toward homeownership and achieve permanent housing, the 32 homes will be used to help new families start their journey.

To learn more about the MIBOR's Centennial, including *Building a Living Legacy* visit www.MIBOR100.com

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This information has been provided by the REALTOR® Foundation and the Metropolitan Indianapolis Board of REALTORS® (MIBOR). Established in 1984, the REALTOR® Foundation is the philanthropic arm of the Metropolitan Indianapolis Board of REALTORS® (MIBOR). MIBOR, the professional association representing central Indiana's REALTORS®, serves the needs of more than 6,500 members in Boone, Brown, Hamilton, Hancock, Hendricks, Johnson, Marion, Montgomery, Morgan and Shelby counties.