



13th Annual Latino Home Fair June 19, 2011



PRESS RELEASE

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For Immediate Release

Latino Home Fair

June 19, 2011

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13th Annual Latino Home Fair- The future of your home is in your hands *Connecting the Latino Community and others to Homeownership resources*

On Sunday June 19th, Hacienda Community Development Corporation and partners will host the **13th Annual Latino Home Fair at the Oregon Zoo**. This free event draws hundreds of Hispanic and non-Hispanic families interested in home buying, home improvement, or foreclosure prevention.

At the 2008 Latino Home Fair, **Pedro**, a hard-working father of four and a victim of identity theft met staff from Hacienda CDC's Homeownership Program. Through education and counseling, Pedro was able to prepare himself for the long-term commitment of homeownership. Over a 2 year period, Pedro improved his credit score, saved up money, and in 2010 bought his first home. Pedro was able to take advantage of many resources available to first time homebuyers because he was educated and prepared for homeownership. This year, the Latino Home Fair will connect **hundreds of people just like Pedro** to valuable resources.

In response to the economic climate in Oregon, the Latino Home Fair will dedicate a significant amount of work to foreclosure prevention. **An estimated 1.3 million Latino families have lost or will lose their homes to foreclosure between 2009 and 2012 in the United States**¹. The impacts of foreclosure on a community are severe- displacement, economic insecurity, family stress, and mental health. Hacienda CDC and partners will help individuals at the Latino Home Fair by connecting them with education, legal, non-profit and counseling services. All of our sponsors are carefully selected and subscribe to high standards of excellence ensuring ethical behavior, best practices, and shared values in order to together help people through uncertain economic times.

This year's fair will offer hourly bilingual (Spanish-English) pre- and post-purchase educational workshops, vendor booths, networking opportunities, children activities, free zoo tickets for children, and raffle prizes including \$1,000 down payment assistance grants. The Latino Home Fair is strongly supported by the Portland Housing Bureau and is hosted by Hacienda CDC- a leading non-profit housing and community development organization for the Hispanic community in the Portland area. Hacienda CDC's Homeownership Program provides year-round cultural specific education, financial assistance, and counseling to future home-buyers and home owners.

13th Annual Latino Home Fair: June 19th, 2011

Location: Oregon Zoo. **Cost:** Free **Time:** 10 am – 3 pm.

If you have any questions please visit www.micasaenoregon.org or call Omar Martinez, Hacienda CDC Homeownership Manager, at 503-961-6405 or email omartinez@haciendacdc.org.

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¹ National Council of La Raza (NCLR) and the University of North Carolina's Center for Community Capital (CCC). *The Foreclosure Generation: The Long-Term Impact of the Housing Crisis on Latino Children and Families*. 2010