



# RURAL NEIGHBORHOODS

Affordable Housing for Working Families

19308 SW 380<sup>th</sup> Street, Post Office Box 343529  
Florida City, FL 33034

Contact: Mr. Steven Kirk, President  
T: 305- 242-2142 F: 305-242-2143

## PRESS RELEASE

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MIAMI, FL May 1<sup>st</sup>, 2014 Rural Neighborhoods, Incorporated is pleased to announce it has launched its new website: [www.ruralneighborhoods.org](http://www.ruralneighborhoods.org), devoted to our charitable group's remarkable work to revitalize distressed communities, build affordable housing and change lives of hard-working families. The launch highlights Rural Neighborhoods' *100% for Change* promise that pledges 100% of online giving will go to the needs of working families – no overhead, no operating expenses and no credit card fees.

Steven Kirk, President, stated, "The website reaffirms our commitment to individual donors that their gift will have the greatest impact possible. The critical measures for charities are trust and accountability. Rural Neighborhoods' *100% for Change* pledge coupled with strong financial transparency resulting from our publication of the charity's most recent audit and tax returns assures the public their investment in our work makes a true difference in the lives of working families."

Mr. Kirk also remarked: "I am pleased with the overall look and ease of use thus far. We expect to vastly improve the site over the coming months with more video, photos and stories of those whose lives we have helped. I encourage everyone to visit the site."

### PROFILES CHARITABLE WORK AND ENABLES ACTION

The newly designed website enables those interested in how a regional charity improves the lives of families to understand Rural Neighborhoods' strategic vision, meet individuals served and to join in taking action.

Features on [ruralneighborhoods.org](http://ruralneighborhoods.org) include "Building a Place to Call Home" that takes guests to images and narrative that profiles the more than \$200M invested by the charity in affordable housing communities over the past two decades. "Imagining More" enables guests to envision Rural Neighborhoods' projects in the current pipeline. "Take Action" empowers those interested in issues of

immigration, agricultural labor and rural poverty to gain expertise on the issue and correspond with their lawmakers or join in current petition drives.

## DESIGN TEAM

Design for Rural Neighborhood's new website is provided by DBS>Interactive, a full-service interactive agency located in Louisville, Kentucky specializing in web design, SEO, and web programming. The new design was created specifically for our online audience of both general visitors and public/private partners and funders. The site will help make Rural Neighborhoods award-winning approach more accessible to a broader audience.

## ABOUT RURAL NEIGHBORHOODS

Rural Neighborhoods, Incorporated is a IRS 501(c)(3) tax-exempt charitable organization headquartered in Homestead-Florida City, FL. RN revitalizes distressed communities throughout rural Florida through helping families become more self-reliant, building affordable housing and improving access to child care, parks and other community facilities. It is the winner of numerous national awards for its work.

For additional information, please contact Mr. Steven Kirk, President at [stevekirk@ruralneighborhoods.org](mailto:stevekirk@ruralneighborhoods.org) or telephone 305-242-2142.