



FOR IMMEDIATE RELEASE
CONTACT Yvette Nuñez
267-296-7346

February 27, 2008

APM'S LUDLOW VILLAGE V/PRADERA III HOUSING DEVELOPMENT BREAKS GROUND IN EASTERN NORTH PHILADELPHIA

Agency initiative enables low to middle income families opportunity to purchase new homes PHILADELPHIA—Nilda Ruiz, President and CEO of Asociación Puertorriqueños en Marcha, Inc. (APM), a health, human services and community development organization which has served the City for 37 years, celebrated alongside Mayor Michael Nutter, federal, state and city officials today as the Ludlow Village V/Pradera III Homes Groundbreaking Ceremony promised the start of a \$9.6 million construction project that will develop 22 new single, twin and handicap-accessible homes and rehabilitate an additional 3 properties. The new homes will be located on the 1500 block of North Franklin Street between 7th and 8th Streets and Jefferson and Oxford Streets.

This effort brings to 128 the total number of homes APM has contributed to the revitalization of the Eastern North Philadelphia section of the City through homeownership. It marks the first time the agency has partnered with the Ludlow Community Association, which has been led by Marvin Louis since 1959. "I would like to acknowledge the role that Marvin Louis, Executive Director of the Ludlow Community Association, has played in making sure that affordable housing was a reality for the residents of this neighborhood. Since 1959, he and the Ludlow Community Association have argued that better housing led to better communities, and today, standing in the shadows of the Ludlow Community Association's Ludlow Villages I through IV and APM's Pradera I&II Housing Developments, I would agree," noted Nilda I. Ruiz in her address.

Eligible buyers can receive a grant of up to \$10,000 under HUD's American Dream Downpayment Initiative (ADDI) which is administered in Philadelphia by the Office of Housing and Community Development. APM also offers housing counseling services for potential buyers. "APM is dedicated to providing comprehensive housing services to the residents of Eastern North Philadelphia. When someone wants to buy a home, it's about more than just figuring out the numbers. We counsel them beyond their credit reports to discuss what lifestyle changes may need to happen in order to best enable their families to prevent foreclosures. We make paying their mortgage their top priority. What's more, when residents in our neighborhoods say they want to purchase new homes in this community, we build them," explained Rose Gray, APM Vice President for Community and Economic Development. This project was made possible through APM partnerships with the Philadelphia Office of Housing and Community Development, the Philadelphia Redevelopment Authority, the Pennsylvania Housing Finance Neighborhood Revitalization Initiative (Homeownership Choice Program), the State Department of Community and Economic Development and the Federal Home Loan Bank. Senator Shirley Kitchen, HUD Regional Director John G. Bravacos, Ludlow Community Association Executive Director Marvin Louis, amongst others, also offered remarks.

Buyers interested in Ludlow Village V/Pradera III homes can contact APM at 215-235-6070.

###

APM is a Latino based health, human services and community development organization committed to assisting Philadelphia area families to achieve their full potential by offering a conglomerate of programs and services including: education for children, mental health support, drug and alcohol treatment, health prevention and promotion and access to affordable housing options. APM serves more than 9,000 individuals a year as it works with public-provide funders to help improve the quality of life for all Philadelphians.