



## **HABITAT FOR HUMANITY PARTNERS WITH GERDAU ON FIRST HOME IN PROVIDENCE POINTE**

*Wall-Raising and Dedication Ceremony is Saturday, July 16 – Ashford Family in Attendance*

TAMPA, FL. July 13, 2011 – Employees of Gerdau, a global steel company with a large office in Tampa, will participate in a wall-raising ceremony for the first home in Providence Pointe, the newest Habitat for Humanity community in Hillsborough County, this Saturday, July 16. Habitat Hillsborough's newest homeowner family, the Ashford's, will attend the event, which begins at 9 a.m. at 8425 Radio Lane, Tampa, FL 33619. Volunteers from Gerdau will continue to work on the home throughout the day.

Just last week, Jim Kerkvliet, Gerdau's vice president of sales and marketing, presented a \$60,000 check to Habitat Hillsborough Chairman of the Board Rob Martin to fund the construction of the home. Gerdau employees will be involved throughout the entire process, volunteering their time to help build the house.

"Our ongoing relationship with Habitat Hillsborough helps provide homes to deserving Tampa Bay families like the Ashfords, and supports one of the pillars of Gerdau's social responsibility program – affordable housing," said Kerkvliet. "This will be the fourth home our company has supported in Tampa, and it has also become a major initiative at our field locations. I have been personally involved with this program for several years, and it is so moving to see the impact you have on these families' lives."

The Ashford family consists of Patricia, a single mother who works for Hillsborough Area Regional Transit, and her three daughters. She is excited about owning a home for the first time. "Owning a home means freedom and independence," she said. "I want something that I can leave my family." Patricia learned about Habitat Hillsborough through helping her sister, Mable Ashford, who built and purchased a home with Habitat in 1999.

The company's involvement with Habitat demonstrates its commitment to affordable housing and community support. The other pillars of Gerdau's social responsibility program include education, health and wellness and history and culture. The company has national partnerships with United Way and American Heart Association, as well as several community partnerships in the areas where it has locations.

Habitat Hillsborough has also partnered with Citi and Lowe's for home sponsorship and Hillsborough County Affordable Housing Services for the property and infrastructure at Providence Pointe. Other recent home partners include Publix Super Market Charities, Home Depot, Cisco and the Lightning Foundation. "We are thankful for our community partners," said Brian Hastings, Habitat Hillsborough's Executive Director. "Because of those partnerships, we are able to continue to provide affordable housing solutions in Hillsborough County."

### **About Gerdau**

Gerdau is the leading producer of long steel in the Americas and one of the largest suppliers of special long steel in the world. It has over 45,000 employees and industrial operations in 14

countries with operations in the Americas, Europe and Asia, which together represent an installed capacity of over 25 million metric tons of steel per year. It is the largest recycler in Latin America and around the world it transforms millions of metric tons of scrap into steel every year. Gerdau is listed on the stock exchanges of São Paulo, New York and Madrid and has approximately 140,000 shareholders.

### **About Providence Pointe**

The 3-acre property is located at 8425 Radio Lane in Tampa. The single-family development highlights green building and 15 charming, bungalow-style homes. Habitat Hillsborough offers floorplans featuring 2 to 5 bedrooms with 2 baths, based on family size. Habitat homes in Providence Pointe will feature an open kitchen/dining/living room area, large laundry and linen closets, a walk-in master bedroom closet, as well as tile flooring throughout the homes. Plus, Habitat homeowners will be able to choose from several color packages to personalize their home's exterior. They will also have the following energy-efficient features: Whirlpool EnergyStar appliances, compact fluorescent lighting, energy-efficient windows and doors, low-flow faucets and toilets, and Florida-friendly landscaping.

### **About Habitat for Humanity of Hillsborough County Florida, Inc.**

Habitat for Humanity of Hillsborough County works in partnership with God and people from all walks of life to provide decent houses in which people can live and grow. At Habitat for Humanity of Hillsborough County Florida, Inc., our focus is on showing the love of God to first-time homebuyers and families in Hillsborough County by giving them a hand up, not a hand out. Habitat homebuyers must donate 300 "Sweat Equity" hours, be able to assist with closing costs, and make monthly mortgage payments. Habitat homes are sold to our homeowners at no profit with a no-interest mortgage.

We invite donors and volunteers from all walks of life to come together with our future homeowners to build relationships and to realize dreams. Since 1987, Habitat Hillsborough has built more than 130 safe, affordable homes in partnership with hard-working families and the community. Providence Pointe is Habitat for Humanity of Hillsborough County's fourth neighborhood in the Tampa area.

#### **Media contacts:**

Philip K. Bell  
Director, External Communications and Public Affairs  
Gerdau Long Steel North America  
Tel. (813) 240-2589  
[philip.bell@gerdau.com](mailto:philip.bell@gerdau.com)

Kimberly M. Selph  
Manager, External Communications and Public Affairs  
Gerdau Long Steel North America  
Tel. (813) 362-6394  
[kimberly.selph@gerdau.com](mailto:kimberly.selph@gerdau.com)