



*Building Homes,
Creating Opportunities*

October 17, 2007

**DHIC Joins NeighborWorks® America and Ad Council
to Promote Foreclosure Hotline**

According to the NC Commissioner of Banks, foreclosures in North Carolina are up seven percent over last year, putting nearly 50,000 homeowners and their families at risk of losing their homes. There seems to be no clear end in sight for the ongoing mortgage lending crisis, which primarily is centered in the subprime marketplace.

That's why DHIC is proud to join the Ad Council and the NeighborWorks® America Network to promote a national hotline that can help educate homeowners and assess their options if they are fearing foreclosure.

The ad campaign features a series of co-branded public service announcements and a poster distribution in a number of media and other distribution venues.

In the Triangle area, public service announcements have aired on such radio stations as FOXY 107.1/104.3 and St. Augustine University radio, 103.9 The Light. DHIC has posted links to

Hosted by the Homeownership Preservation Foundation, **1-888-995-HOPE** is a free service that is available 24 hours a day, seven days a week. Already more than 2,000 homeowners in North Carolina have taken advantage of the service this year.

Counseling sessions also can be initiated at <http://www.995HOPE.org>.

For more information about the media campaign and participating outlets, click on <http://www.foreclosurehelpandhope.org>.