



NEWS

Media Alert Story/Photo/Video Opportunity

City of Allentown and Lehigh Valley Association of REALTORS®
Receive recognition for Hometown Heroes Program

Who: City of Allentown and Lehigh Valley Association of REALTORS®

What: **Hometown Heroes Program**

When: Thursday, October 23, 9:15 a.m.

Where: Holiday Inn, Fogelsville PA

Why: The National Association of Realtors® and the U.S. Conference of Mayors have named Allentown, Pa., an Ambassador City for its *Hometown Heroes* program, which creates homeownership opportunities for the city's police officers, fire fighters and emergency services personnel.

The *Hometown Heroes* program was created through a partnership between the Lehigh Valley Association of Realtors® and the City of Allentown. The program provides need-based financial assistance and home buyer education to the city's public safety work force to help them purchase a principal residence within the City of Allentown.

The goal of the *Hometown Heroes* program is to help attract and retain moderate-income city employees and increase the number of those who actually live in Allentown – currently only one-fourth of the city's police force resides within the city. The broader goal of the program is to help increase Allentown's homeownership rate, which is slightly higher than 50 percent

Through the *Hometown Heroes* program, police officers, firefighters and emergency medical personnel who qualify would be eligible for mortgage-interest or mortgage insurance buy-downs. Program managers hope to begin issuing funds in spring 2009.

Bonnie Boyd, 2008 Chair of the NAR Housing Opportunity Advisory Board and Dave Gatton, director, Council for the New American City, will present the Ambassador for Cities plaque Allentown Mayor Ed Pawlowski and LVAR President Mark Molchany.

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