



United Way for the
Greater New Orleans Area



For Immediate Release

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**“Rebuild the Dream” – A 24-Hour Rebuild
Honors Martin Luther King, Jr. and Inauguration Day**

- Who:** St. Bernard Project, in collaboration with the United Way for the Greater New Orleans Area
- What:** “Rebuild the Dream,” a 24-hour project rebuilding a home in St. Bernard Parish
- When:** **Monday, January 19 – Tuesday, January 20**
10 p.m. – 10 p.m.
- Where:** **8324 Parc Place**
Chalmette, Louisiana 70043
- Why:** To promote unity, service and American pride by celebrating Martin Luther King, Jr. Day and Inauguration Day, and to show the enduring need for help rebuilding homes devastated by Hurricane Katrina.

St. Bernard Project, a partner agency with the United Way for the Greater New Orleans Area, **is conducting a 24-hour build project as part of its efforts to rebuild all of the homes in St. Bernard Parish destroyed by Hurricane Katrina.** Beginning at 10 p.m. on Martin Luther King, Jr. Day and ending at 10 p.m. on Inauguration Day, **volunteers will work nonstop for 24 hours in order to complete the Project’s 175th home rebuild.** As part of their coverage of the Presidential Inauguration, **MTV will be featuring the final two hours of the 24-hour build live on air from 8-10 p.m.**

In the past two and a half years, in partnership with United Way, funding from corporate sponsors and with the support of more than 9,500 volunteers, St. Bernard Project has completely rebuilt 167 homes. Utilizing volunteer labor and donations for building supplies, SBP is able to completely rebuild a gutted home in 12 weeks for about \$12,000 worth of building supplies per house. The St. Bernard Project has recently received numerous awards and recognition for its efficient and effective model, including the CNN Hero of the Year Award, the Manhattan Institute Social Entrepreneurship Award and the Friends of New Orleans Hero of the Storm Award.

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