

FOR IMMEDIATE RELEASE

Homes for Heroes® Presents Dallas Police Department with National Hero Spotlight Award and \$3,000 Donation

Minneapolis, MN – Homes for Heroes, Inc. awards Chief David O. Brown and the officers of the Dallas Police Department their National Hero Spotlight Award and also donates \$3,000 to the Dallas Police Association Crisis Intervention Program. The award presentation will take place September 22, 2016 at the Tower Club located at 1601 Elm Street, Thanksgiving Tower 48th floor in Dallas, Texas at 12:00 PM Central Time.

The award and donation is to honor those lost in the line of duty, those currently serving the city of Dallas and its citizens, and for the entire department representing a model of police de-escalation and reform for police departments across the country.

Chief Gassaway responded via email on behalf of Chief Brown, “We are deeply honored that Homes for Heroes has chosen the Officers of the Dallas Police Department as the 2016 National Hero Spotlight Award winner. Executive Assistant Chief David Pughes will attend and accept the award on behalf of the men and women of the Dallas Police Department.”

Before the terrible lone-sniper event on July 7, 2016 that killed five law enforcement officers and injured seven others, there had only been one officer-involved shooting in the city of Dallas in 2016. The aftermath of the sniper attack could have caused chaos for the Dallas Police Department and relations within the Dallas community, but Chief Brown and the officers of his department reached out to the community and they all came together as one, and many across the nation have noticed.

“This is the first presentation of our National Hero Spotlight Award, and we are honored to present it to Assistant Chief David Pughes on behalf of the entire Dallas Police Department for all they do to serve and protect the citizens of Dallas. We hope this award and donation help support the officers of the Dallas Police Department, the Dallas Police Association Crisis Intervention Program, as well as the city of Dallas and its citizens,” said Homes for Heroes National Director, Abby Waltz.



CONTACT:
Abby Waltz
National Director
(763) 777-5807
abby@homesforheroes.com

HomesForHeroes.com

HOMES FOR HEROES

Homes for Heroes, Inc., was established shortly following the tragic events of 9/11 as a way to give back and say “Thank you” to our nation’s heroes. Homes for Heroes is the largest nationwide network of affiliate real estate specialists and local businesses providing easy ways for firefighters, law enforcement, military (active, reserves and veterans), healthcare workers and teachers to save money when buying, selling or refinancing a home; or when making every day home-related purchases. Every time a hero uses Homes for Heroes, they help other heroes in need. A portion of Homes for Heroes' earnings is donated to the Homes for Heroes Foundation, a nonprofit 501(c)(3) that provides assistance to heroes in need.



Service Deserves
Its Rewards®

Homes for Heroes® Company Profile

Mission Statement

Our mission is to provide extraordinary savings to heroes who provide extraordinary services to our nation and its communities every day. Heroes are current and former firefighters, law enforcement, military, healthcare workers, emergency medical services and teachers.

Message from Ruth Johnson, CEO / Founder

Through our amazing national network of affiliates, heroes have saved over \$17.5 million on their real estate transactions. It's our way to say "Thank you." Year-over-year growth has continued in 2016. We launched our new website and we are working toward building additional relationships with national hero organizations. With continued growth, we also prioritize finding the right employee talent and affiliate partners to assist in reaching more heroes and providing them with Hero Rewards®.

Homes for Heroes® Company Summary

Homes for Heroes, Inc., is the largest nationwide hero savings network of affiliate real estate specialists and businesses committed to providing significant savings in the form of Hero Rewards®. Heroes receive Hero Rewards when they work with our affiliates to buy, sell or refinance a home; or when they make every day home-related purchases. Hero Rewards is our way to say "Thank you" to local heroes for all they do for our nation and its communities.

Company History

- 2002: Homes for Heroes, Inc. was established in Minneapolis, MN shortly following the tragic events of 9/11 as a way to give back to local heroes for all they do. The founders are current CEO Ruth Johnson and family members Kacy Mlenar, Helen Johnson and Mark Micek. They obtained the trademarks and served the first heroes.
- 2002-2008: HomesForHeroes.com was launched. The company went through extensive market testing to prove the business concept, and expanded into a multi-state program.
- 2009: Hired its first employees and with over 100 affiliate real estate partners, launched the program nationally. Homes for Heroes, Inc. also created and established the Homes for Heroes Foundation nonprofit 501(c)(3) to further assist heroes in need.
- 2010: Achieved the benchmark of more than 100 heroes served.
- 2011: Achieved the benchmark of more than 500 heroes served, and brought on its first Board of Advisors.
- 2012: Had given back over \$1 million to heroes, and over 500 affiliate real estate specialists were part of the program.
- 2013-2014: Had given back over \$5 million to heroes and over 1,000 affiliate real estate specialists were part of the program.
- 2015: Had given back over \$10 million to heroes. Company received trademark approval for Hero Rewards® and the Friends of Heroes program evolved to "Local Business Affiliates" under the Homes for Heroes parent brand.
- Today: More than 2,100 affiliate real estate partners in 49 states have worked with over 10,000 heroes and provided them with Hero Rewards totaling over \$17.5 million.

Awards and Certifications

- Received the Minnesota Business Magazines Award for Social Entrepreneurship in 2010.
- Received the Red Cross Community Hero Award in 2011.
- Minnesota Business Magazines Community Impact Award Finalist in 2016.



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The Homes for Heroes Foundation Nonprofit 501(c)(3) Profile

Mission Statement

The Homes for Heroes Foundation mission is to provide and / or coordinate needed support in the form of financial and / or housing resources to firefighters, law enforcement, emergency medical services and military heroes.

Homes for Heroes, Inc. Established the Homes for Heroes Foundation

In 2009 Homes for Heroes, Inc. created and established the Homes for Heroes Foundation, a stand-alone nonprofit 501(c)(3), because many of the heroes contacting Homes for Heroes, Inc. were in need of assistance beyond the real estate services provided by the company.

Heroes Who Work with Homes for Heroes, Inc. Assist Fellow Heroes

Every time a hero works with Homes for Heroes, they help other heroes in need. A portion of Homes for Heroes, Inc. earnings is donated to the Homes for Heroes Foundation to further support heroes who need it.

Recent Homes for Heroes Foundation Grants

- 2015: 120 heroes assisted and nearly \$100,000 provided in Foundation Grants
- 2016: \$79,708 provided in Foundation Grants through August

Homes for Heroes is a registered trademark of Homes for Heroes, Inc., and the Homes for Heroes Foundation uses its name under license from Homes for Heroes, Inc.