



August is here ... and We're Going to See You Later this Month at Whirlpool Building Blocks 2009!

We are looking forward to a great event in Atlanta, the urban core of one of the fastest-growing metropolitan areas in the United States. Home to the Martin Luther King, Jr. Center, Braves baseball at Turner Field, Stone Mountain Park, the Georgia Aquarium and the World of Coca-Cola, Atlanta has many choices for a unique visitor experience.

Jonesboro is the host community for Whirlpool Building Blocks (WBB) and is itself the setting for Margaret Mitchell's "Gone with the Wind" as well as the gateway to the Atlanta Motor Speedway.

About The Avery Neighborhood – Home to Whirlpool Building Blocks 2009

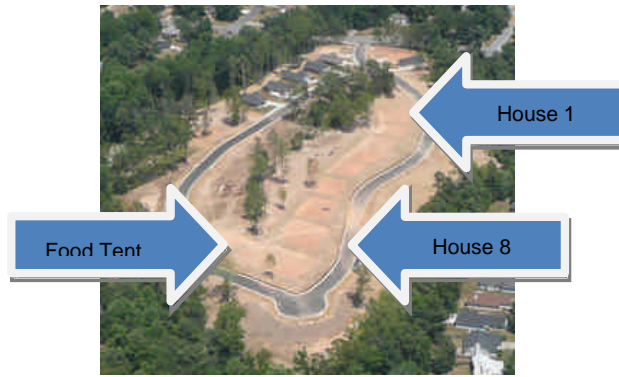
This year Whirlpool is partnering with two Habitat affiliates - Atlanta Habitat for Humanity and Southern Crescent Habitat for Humanity as we build eight energy-efficient, affordable homes with partner families.

The partnership between Southern Crescent Habitat and Atlanta Habitat and their joint building efforts in a new neighborhood called "The Avery" are being undertaken with a common goal to serve more families in the 10-county metro Atlanta region. Each affiliate enjoys a long history of service, with over 50 years of combined building experience, to working families in their respective service areas.

The Avery community is located in Jonesboro, in south metro Atlanta's Clayton County. This region has seen extraordinary growth. According to an April 2007 U.S. Census Bureau report, metro Atlanta added more residents between 2000 and 2006 than any other metropolitan area in the U.S.; but according to a 2007 Georgia Tech study, Atlanta suffers from a deficit of approximately 85,000 affordable homes.

The Avery neighborhood is a 23-acre, self-contained community surrounded by existing natural green space. All houses in The Avery subdivision will be EarthCraft House certified; EarthCraft House is a green building program that serves as a blueprint for healthy, comfortable homes that reduce utility bills and protect the environment. Their guidelines address energy efficiency, durability, indoor air quality, resource efficiency, waste management, and water conservation.

A Bird's Eye View of The Avery



Leisure Time in Atlanta

Your days on the build site are likely going to be long, taxing and full. However if your travel plans include an early arrival on Sunday or a Saturday departure, you might have time to check out the following favorite attractions which are located adjacent to the Hilton Garden Inn:

The World of Coca-Cola Museum <http://www.worldofcoca-cola.com/>
The Georgia Aquarium <http://www.georgiaaquarium.org/plan-your-visit/>
Centennial Olympic Park <http://www.centennialpark.com/>
CNN Center <http://www.cnn.com/tour/atlanta/atl.tour.home.html>

Additionally, you can visit nearby sites such as the Jimmy Carter Library and Museum, the Martin Luther King, Jr. Center for Nonviolent Social Change, and Stone Mountain Park.

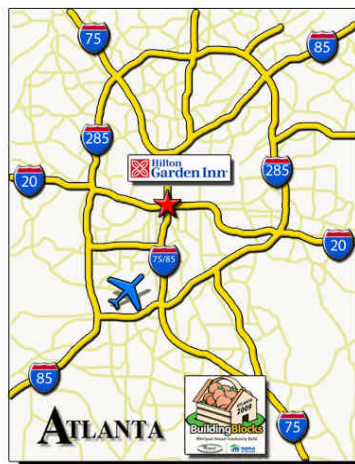
Every evening you have time on your own to rest, enjoy the hotel's amenities, or explore Atlanta. The Hilton Garden Inn is located in the Luckie Marietta District, a collection of restaurants, attractions and hotels. Restaurants include Legal Sea Foods, Johnny Rockets, Park Avenue Deli and Market, and STATS – a neighborhood sports bar. You should be able to find just what you're looking for to satisfy your appetite.

You can learn more about the Luckie Marietta District at <http://www.luckiemariettadistrict.com/>.

For more information about Atlanta go to <http://www.atlanta.net/>.

A Snapshot of Key WBB Locations

The Avery neighborhood is approximately 30 minutes from downtown Atlanta, southeast of Hartsfield Atlanta International Airport. For your reference we've highlighted the Hilton Garden Inn and the WBB build site on the map below.



Meet Our WBB Partner Affiliates:

Atlanta Habitat for Humanity

In 1983, Atlanta recorded the second largest percentage of below-poverty-level residents of any city in the country (24.7%). Responding to several decades of an unmet critical housing need, a group of concerned Atlantans opened an affiliate of Habitat for Humanity. Atlanta Habitat for Humanity's simple and broadly appealing mission – to provide the opportunity of homeownership to working families in need – quickly garnered support.

Atlanta Habitat is now one of the largest single-family affordable housing developers in the city of Atlanta, and is one of the most productive of 1,600 affiliates of Habitat for Humanity International in the United States. In late 2008, Atlanta Habitat celebrated its 25th anniversary of service to the community along with the completion of its 1,000th home.

Southern Crescent Habitat for Humanity

Southern Crescent Habitat for Humanity is a typical small Habitat affiliate. Since 1986, Southern Crescent Habitat has provided the means to affordable housing for over 95 enthusiastic families, inclusive of more than 300 family members. For the first 10 years of its existence, Southern Crescent Habitat operated as an all-volunteer organization. In 1998, Southern Crescent Habitat began the rigorous process to become a certified Community Housing Development Organization (CHDO) for Clayton County. Subsequent to the CHDO certification, Southern Crescent Habitat more than doubled their annual housing production.

***Coming next week: Construction and Safety information
House Assignments***

If you have questions about Whirlpool Building Blocks, please contact Tera @ tpham@meetings-incentives.com.



Are you a seasoned WBB volunteer or maybe new to the Habitat experience?

Find out more about what to expect by chatting with previous participants. Visit www.whirlpool.com/BuildingBlocksFacebook and ask your most pressing questions to WBB veterans. While you're there, check out the latest photos and comments from volunteers like you.