

*** MEDIA ALERT ***



1ST CALL STUDIO EQUIPMENT & HABITAT FOR HUMANITY KICK-OFF NEW PARTNERSHIP WITH A STAR-POWERED BUILD EVENT

Partnership Increases Volunteer Support & Provides Equipment to Expedite Building

Los Angeles, CA – June 10, 2009: [1stCall Studio Equipment](#), a leading provider of equipment for feature films, television, commercials and video productions, is partnering with Hollywood for Habitat for Humanity (HFHFH) to help combat the affordable housing crisis in Los Angeles. HFHFH, the entertainment division of [Habitat for Humanity of Greater Los Angeles](#) (HFH GLA), raises awareness through entertainment partnerships. The 1stCall partnership will provide ongoing support from staff volunteers plus much-needed equipment to help the organization build more homes in less time. The partnership kicks-off Saturday, June 13 in a Hollywood-style build event with celebrity builders including Jayne Meadows, Mariette Hartley, Kate Linder and more.

- WHO:** 1stCall Studio Equipment & Habitat for Humanity of Greater Los Angeles
- WHAT:** Inaugural Build Event with Celebrity Volunteers, Staff & Habitat Partner Families
- WHEN:** Saturday, June 13, 2009
8 am to 4 pm
- WHERE:** 4267 Fernwood Ave, Lynwood CA 90262
[Map](#)
- WHY:** Los Angeles continues to rank last in housing affordability and 82,000 people may be homeless on any given night in the city. Habitat for Humanity partners with low-income families to build affordable, decent homes thereby changing the lives of families in need; improving neighborhoods and unifying communities. 1stCall Studio Equipment wanted to support these efforts and also recognized an opportunity to increase building productivity by donating forklifts and other construction equipment. The inaugural build event is set

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for Saturday, June 13, however, 1stCall has already made an impact, saving the day by delivering a forklift to a recent HFH GLA build event with less than 24 hours notice.

About Hollywood for Habitat for Humanity:

Hollywood for Habitat for Humanity (HFHFH) is an entertainment industry partnership with Habitat for Humanity of Greater Los Angeles that launched in 2000 with a 20 house "blitz build." HFHFH was founded by Screenwriter/Director Randall Wallace (Braveheart, We Were Soldiers) to encourage the entertainment industry to support Habitat for Humanity's goal of eliminating substandard housing worldwide. HFHFH works with talent and industry leaders who support the organization through donations, volunteer hours and advocacy. Thousands of volunteers from the entertainment industry have helped build homes in the United States and around the world.
www.hollywoodforhabitat.com

About Habitat for Humanity of Greater Los Angeles:

Habitat For Humanity Of Greater Los Angeles strives to eliminate poverty housing through advocacy, education and partnership with families in need to build simple, decent affordable housing. Since 1990, HFH GLA has built and renovated nearly 500 homes locally and worldwide, transforming the lives of hundreds of individuals. For more information, visit www.habitatla.org.

About 1stCall Studio Equipment:

1stCall Studio Equipment is a leading provider of equipment for feature films, television, commercials and video productions. 1stCall has opened its second satellite office on the Universal backlot where they are currently working on various film and television productions and are now the exclusive provider for the entire property. The company's first satellite facility opened in January 2007 at The Albuquerque Studios, a state-of-the art facility in New Mexico. Additionally, 1stCall is currently the exclusive provider of equipment to Raleigh Studios, Hollywood and Manhattan Beach, and Playa Vista Studios, as well as Santa Clarita Studios. www.1stcallequip.com

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