

NEWS RELEASE



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VICTIMS OF RECENT SOUTHERN CALIFORNIA FIRESTORM TO RECEIVE SUPPORT FROM MANUFACTURED HOUSING FOUNDATION

SECOND YEAR IN A ROW WMA FOUNDATION ASSISTED FAMILIES RESIDING IN MANUFACTURED HOME COMMUNITIES

SACRAMENTO, CA — Almost one year to the day, after sending out its first significant mailing asking members of the Western Manufactured Housing Communities Association (WMA) to contribute to the victims of the massive 2007 San Diego fires, the WMA Foundation finds itself once again calling on members to lend a hand.

Through generosity of WMA membership, in 2007 donations poured into the Foundation almost immediately after the large email and letter campaign requesting funds was sent out. The result: well over \$100,000 was received and then dispersed to more than 60 affected residents of three manufactured home communities devastated by the firestorm.

The WMA Foundation is expecting the same generous response—and more—from WMA members having received a November 18 letter from the Foundation, which describes the loss of nearly 500 manufactured homes from one community in Southern California by the recent firestorm. The Foundation letter again calls on the giving nature and support of WMA members for donations to assist during this immense loss and emotional time in many lives.

“In 2007, we were very pleased with the overwhelming response from the community owners and service and industry members to our call for help,” said Sheila Dey, Executive Director of WMA. “At that time, we contacted the owners and managers of the affected communities to access a list of individuals and families needing assistance—especially those without insurance—then sent victims checks without delay. With this most recent devastation, the destruction is utterly severe, and we can only imagine the pain homeowners and community residents are living through. Generosity is well-documented in this industry, and I believe we will meet or exceed last year’s funding. Our members own, live and work in California’s communities; they have a unique affection for the people who live there; many are like family.”

Initially, contributions will be used to assist as many residents as possible with their immediate needs.

For additional information regarding the WMA Foundation’s efforts to help victims of the Southern California fires, please visit the WMA Website at www.wma.org, or call the WMA office, 916.448.7002.

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Established in 2005, the mission of the Western Manufactured Housing Communities Association (WMA) Foundation is to enrich the quality of life for all persons living in manufactured home communities in California, who are disadvantaged due to income or circumstance.

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