

*Or Use Your Own Local Organizational Logo*

For immediate release

*Month, Day, Year*

***Sample Title:* Thousands of Manufactured Homeowners Across the Country Draw Attention To Attacks On Their Retirement and Economic Security**

***Sample Sub-theme:* Homeowners From (enter community name) Post ‘For Sale’ Signs/Holding Picket/ Holding Press Conference (two word explanation of what people are doing) to Highlight How Manufactured Housing Community Owners, like Equity Lifestyle Properties, Inc. (ELS), are Economically Ravaging the Personal Savings and Economic Security of**

**Thousands of Homeowners**

Contact: *Please Provide a Local Contact Peron*

ENTER IN CAPITAL LETTERS THE SPECIFIC CITY –  On October \_\_\_\_\_, manufactured home owners that living in *(enter community name)* are posting “For Sale: Our Economic and Retirement Security” Signs on their Homes/Holding an Informational Protest/Holding a Press Conference *(describe what you are doing)* to highlight the devastating impacts that ELS’ exorbitant rent increases and lack of attention to needed capital improvements has had on thousands of manufactured homeowners’ economic and retirement security. Events across the country are being held to coincide with the Manufactured Housing Institute’s Fall Leadership Forum that is taking place in Chicago from October 16th to 18th. Sam Zell, Chairman of ELS, is the keynote speaker.

ELS is the nation’s largest corporate owner of manufactured housing communities. ELS owns 380 manufactured housing communities (defined as land-lease communities) in 32 states. ELS markets to retirees, and many homeowners in its developments are seniors living on fixed incomes. ELS has come under scrutiny for undermining the retirement security of thousands of those seniors by drastically increasing rents, causing economic eviction, and being insensitive to the needs of the mostly elderly homeowners living in ELS-owned communities.

“I find it very troubling that Sam Zell is speaking at a manufactured housing forum entitled ‘Building a Vision For Our Future,” *stated homeowner X, a enter job title/senior/etc. from city A.* “His vision seems to be to force seniors and hard working families out of their homes. That’s not a vision that is welcome in our community. A number of homeowners in our community have simply walked away from their homes due to how poorly treated we have been as homeowners by ELS.”

Zell is also undercutting the economic security of seniors and people with disabilities by funding politicians and political action committees that are bent on dismantling the cornerstones of our nation’s retirement security programs: specifically, Social Security and Medicare.

“I was raised to believe that great business leaders had a moral compass and were supposed to make contributions to the broader society as a result of their success. With Sam Zell, it’s just the opposite,” said *Homeowner Y a homeowner from the same community.* “Under his guidance ELS seems intent on robbing seniors – mostly women – of a secure retirement. To add salt to the wound, he gives big political contributions to politicians who want to gut Social Security and Medicare.”

Can Either End Release There or Insert the Following:

In response to ELS’ business practices and Sam Zell’s political contribution, ELS homeowners, supported by the Center for Community Change and the National Manufactured Home Owners Association, have launched a national campaign targeting ELS and Zell (you can learn more at <http://mhaction.org>.),

The Center for Community Change (CCC) and the National Manufactured Home Owners Association (NMHOA) have called on ELS to re-evaluate its business model and management practices. CCC and NMHOA believe that a sensible alternative model for ELS is to put in place long-term lease agreements with fair and balanced rent increases and capital improvement processes. Additionally, ELS would be able to engender a higher level of customer loyalty by pushing for policies that protect and strengthen our nation’s Social Security and Medicare systems.

***Include a closing sentence:***

***For more information go to*** [***http://mhaction.org***](http://mhaction.org) ***or contact enter name to set up interviews with ELS homeowners who are leading the campaign.***

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*Founded in 1968, the Center for Community Change is one of the longest-standing champions for low-income people and communities of color. CCC seeks to confront the vital issues of today and build the social movements of tomorrow. For more information go to www.communitychange.org.*

*For decades, the National Manufactured Home Owners Association has represented seniors, veterans and the hundreds of thousands of Americans who live in manufactured housing communities. For more information go to www.nmhoa.org.*