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**BRAD PITT, MAKE IT RIGHT PROJECT, AND NEW ORLEANS RESIDENTS
LAUNCH REBUILDING NEW ORLEANS CAMPAIGN**
Cherokee Gives Back Partners in Initiative to Build 150 Homes

NEW ORLEANS—Brad Pitt, the Make It Right (MIR) foundation and residents of the Lower 9th Ward of New Orleans launched a national fundraising campaign to help the city recover from the lasting devastation caused by Hurricane Katrina. The project begins with building 150 homes in the Lower 9th Ward.

Pitt was in the Lower 9th Ward at his MIR project's first initiative – 150 affordable and sustainable homes in an area leveled by Katrina. A team of partners, including Steve Bing, is behind the project.

"The families of New Orleans need the help of families across America this holiday season," said Pitt. "We are asking all those who care to go to our Web site www.makeitrightnola.org and send a contribution that will help us rebuild homes for these families—and rebuild their lives."

Make It Right is comprised of Cherokee Gives Back, the nonprofit foundation of Cherokee, a firm that focuses urban infill and sustainable redevelopment; Graft, an innovative architecture firm that Pitt has collaborated with on projects around the world; William McDonough + Partners, which is developing the environmental criteria guiding the project; and, Trevor Neilson and Nina Killeen, advisors to the Jolie-Pitt Foundation.

Brad Pitt, the Make It Right team, area residents and the homes' architects unveiled their groundbreaking designs for the community. In addition to high-quality, sustainable design, the homes and the project incorporates the spirit and culture of the Lower 9th Ward and encourages it to flourish.

One hundred fifty bright pink structures were erected at the site to represent and bring attention to the MIR goal to rebuild the Lower 9th Ward. The "Pink Project," which will remain for five weeks, serves as an image of the vibrant community that will be built over the coming months. Events also included the launch of www.makeitrightnola.org, an interactive site where users are able to "walk" through houses, select specific products and make a financial contribution in honor of friends and families while providing an important element of one of the homes.



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Cherokee became involved in Make It Right last year when the firm learned from William McDonough + Partners about Brad Pitt's vision for rebuilding the Lower 9th Ward. The Raleigh-based private equity firm invests in brownfields and infill properties throughout North America and Western Europe. Cherokee, through its philanthropic arm Cherokee Gives Back, has contributed an estimate \$500,000 in project management and consulting to Make It Right.

Cherokee Gives Back focuses on sustainable solutions to large-scale issues that impact underserved people around the globe. Since inception, Cherokee Gives Back has helped fund an estimated \$25 million for nonprofit and community-based initiatives, and most recently, created an education study abroad program for Ethiopian high school students.

"It is a privilege to work on this rebuilding effort, and we are inspired by the collaboration of a dedicated visionary, an international group of volunteers, and a community with an irrepressible spirit. We have been moved by what we have seen and are honored to serve the people of the Lower 9th Ward," said Tom Darden, CEO of Cherokee.

The 150-home community will address the dire need for single-family housing in the Lower 9th Ward and further spark rebuilding efforts in one of the most culturally rich communities in America, an area that saw houses not just flooded by water, but swept off their foundations.

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Cherokee is the leading private equity firm investing capital and expertise in brownfield redevelopment. For more than two decades, Cherokee's executive team has produced strong financial returns while delivering positive environmental and social results. Cherokee has invested in more than 525 properties worldwide. The firm has more than \$2 billion under management and is currently investing its fourth fund.

Make It Right's mission is to catalyze redevelopment of the Lower 9th Ward by building a neighborhood of safe and healthy homes that incorporates modern, high-quality design and construction while preserving the spirit of the community's culture. Make It Right plans to build 150 homes in the Lower 9th Ward. The projects ensures a green, affordable, sustainable and replicable community to serve as a model for further rebuilding; includes the Lower 9th Ward community as an integral part of the process; and offers a finance plan that ensures that residents who wish to return to the Lower 9th Ward can do so without further financial hardship.