

## FOR IMMEDIATE RELEASE

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## SANTA CRUZ COUNTY TO CELEBRATE AFFORDABLE HOUSING MONTH IN MAY 2024

*Join Housing Santa Cruz County and “Be Part of the Solution”*

Santa Cruz, CA - April 10, 2024 - Housing Santa Cruz County (HSCC) is thrilled to announce May 2024 as Affordable Housing Month (AHM), promising to be the most extensive celebration of its kind in Santa Cruz County's history. With the theme "Be Part of the Solution," AHM aims to educate and engage housing advocates and the general public around our community's housing challenges and solutions.

Throughout the month of May, HSCC is orchestrating a diverse array of virtual and in-person events, workshops, webinars, and creative community engagement opportunities. The full calendar of AHM events is available now on the HSCC website at:

<https://www.housingsantacruzcounty.com/affordable-housing-month>.

A highlight of AHM will be the HSCC-hosted Kickoff event on May 4, 2024, from 4-6pm at the Hotel Paradox in Santa Cruz. This event will feature a presentation and Q&A session with Dr. Margot Kushel, MD, a renowned expert in homelessness research and solutions. Dr. Kushel's insights are drawn from over three decades of experience and promise to shed light on the causes, consequences, and solutions to homelessness. As a professor of medicine at UCSF and Director of the UCSF Benioff Homelessness and Housing Initiative, Dr. Kushel will discuss the critical role of advancing affordable housing solutions toward ending homelessness and improving health outcomes.

Tickets for this event are available now at [bit.ly/ahm-kickoff-2024](https://bit.ly/ahm-kickoff-2024) and include entry to the event and light refreshments. Attendees may make additional contributions to support HSCC's mission to promote affordable, safe, stable homes for local residents and workers by [donating here](#).

"We are excited to bring our County's housing partners and community members together to make Affordable Housing Month 2024 the biggest and most impactful yet," said Elaine Johnson, Executive Director of HSCC. "Together, we can work towards solutions that ensure housing stability and equity for all residents of Santa Cruz County." To learn more, view our [Affordable Housing Month calendar](#) and make a plan to attend events throughout the month of May. Together, let's make a difference in addressing our community's housing challenges.

For media inquiries or additional information, please contact Elaine Johnson at [director@housingsantacruzcounty.com](mailto:director@housingsantacruzcounty.com) or 831-266-5983.

### **ABOUT HOUSING SANTA CRUZ COUNTY (HSCC):**

HSCC, launched in spring 2021, is a coalition of stakeholders across a wide array of sectors, working collaboratively to align the political and community will necessary to approve and create the housing—particularly the affordable housing—that Santa Cruz County and all its residents need to thrive. Learn more at [www.housingsantacruzcounty.com](http://www.housingsantacruzcounty.com)