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People Working Cooperatively (PWC) Launches Whole Home Innovation Center

Cincinnati, OH (February 8, 2019) – People Working Cooperatively (PWC) announced today the launch of its Whole Home Innovation Center, a first-of-its-kind space focused on health, home, and how the two intersect under one roof. PWC celebrated the launch with a grand opening and ribbon cutting on February 8, 2019.

“The launch of PWC’s Whole Home Innovation Center is many years in the making, and we’re thrilled to finally be able to open it to the community,” said Jock Pitts, PWC President & CEO. “Here at PWC, we’ve spent the last 44 years helping our neighbors in need with critical home repairs, so we know first-hand that the home environment has a direct impact on the resident’s health. Seven years ago, we launched Whole Home to extend services to residents who can afford to pay. Now, with the launch of the Innovation Center we’re taking that hands-on experience and pairing it with research to bring this knowledge and expertise to the entire community as a resource for education and implementation.”

PWC’s Whole Home Innovation Center focuses on the relationship between a home, the health of the people who live there, and the simple changes that can be made over the course of a home’s life that make a difference. The center can help homeowners adapt to life’s changes, from bringing home a baby to recovering from an injury to hosting family members around the holidays.

The Innovation Center features colorful and bright displays that educate visitors on safety products, allows hands-on trial of items like pull-down cabinets and slip-resistant coatings, and space for groups and classes. The Innovation Center will be a community resource, offering a variety of classes and workshops for individuals and groups on creating and maintaining healthy homes.

“We're talking about three different community resources,” said Nina Creech, Senior VP of Whole Home. “PWC offers home repair services to low-income homeowners who can't afford to pay. Whole Home offers home remodeling services to those who can afford to pay. And now we have The Innovation Center to educate homeowners and families on recent home trends, new products and ways to make their homes healthier. So whatever your needs and whatever your circumstances, we can be a resource to you through PWC, Whole Home, and the Innovation Center.”

PWC's Whole Home Innovation Center is located at 4628 Paddock Road, Cincinnati, Ohio and will be open to the public Monday through Friday, 8:00 a.m. – 5:00 p.m., Saturday 8:00 a.m. to noon, as well as by appointment, beginning March 4, 2019. For more information, visit www.wholehome.org.

About People Working Cooperatively

Incorporated in 1975, People Working Cooperatively (PWC) is a non-profit organization serving low-income, elderly, and disabled homeowners in 20 counties of Southwestern Ohio, Northern Kentucky and Indiana. PWC strengthens communities by providing professional, critical home repair, weatherization, and modification services to help residents stay safely in their homes. In the last 44 years, PWC's staff of licensed, trained employees and dedicated corps of 3,500 volunteers have assisted more than 320,000 individuals. For more information, visit www.pwchomerepairs.org or call (513) 351-7921.

About Whole Home

Whole Home is a remodeling and renovation company backed by 44 years of experience through its non-profit arm, People Working Cooperatively. Whole Home offers remodeling services to help homeowners love their home through beautiful and high-end designs; to get home from the hospital after illness or injury through functional home modifications; and to stay healthy at home in all stages of life through services like lead remediation, air quality audits, child-proofing products, and design services for multigenerational families. For more information, visit www.wholehome.org or call (513) 482-5100.

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