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Fort Worth Housing Authority Now Doing Business as Fort Worth Housing Solutions *FWHS is changing the face of housing – Downtown Hunter Plaza Reopens*

FORT WORTH, Texas – Announced today, at the newly renovated Hunter Plaza opening, Fort Worth Housing Solutions (FWHS) becomes the new brand representing the Housing Authority's 78 years of serving low to moderate income individuals and families throughout Tarrant County.

Since its creation in 1938 as the Housing Authority of the City of Fort Worth, FWHS has been a recognized leader in the administration of affordable housing programs and the provision of supportive services. FWHS' business model has evolved to include an emphasis in the acquisition, development and management of multi-family property as a way to provide more affordable housing opportunities in Fort Worth. FWHS offers multiple types of housing and has been recognized for its efficiency, ease of operations, and one-of-a-kind business model.

Hunter Plaza is just one of the many innovative housing endeavors being brought to life by FWHS' unique partnerships with developers, financial institutions, and other public and private partners. The vision for Hunter Plaza as imagined by FWHS, the City of Fort Worth, Downtown Fort Worth Inc. and others was to expand attainable workforce and market rate housing opportunities in the downtown core and bring new life to a vital downtown asset. By providing communities with quality affordable housing, FWHS provides the foundation to improve lives, elevate its clients to self-sufficiency and the next level of civic responsibility.

Fort Worth Housing Solutions' President Naomi W. Byrne said, "This is an exciting transition and one that has been in the making for years. It's an honor to lead an organization that has had its roots in Fort Worth for almost 80 years. Our mission remains strong and our success can be attributed to being responsive to the ever-changing markets and the reduction of federal housing funding, making progress through innovation, and meeting the needs of one of the fastest growing population centers in the United States."

To ensure FWHS is able to meet the needs of the growing population they serve, they are honoring their latest project with a new brand that is more aligned with their savvy business sense and forward looking approach as they continue to be an industry leader. The rebranding allows for an updated look with a new logo, website, ad campaign, new marketing visuals, and at the same time updates FWHS' messaging that FWHS is changing the face of housing through mixed-income developments and educational programs so clients can flourish in the community.



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“We are thrilled to be moving forward with a new brand and logo as we shift to a new business paradigm for the provision of affordable and attainable housing opportunities for our families and individuals in the community,” says Byrne. “Our new tagline, ‘Housing with a Mission’ tells the community that we are dedicated to serving our customers, business partners and our community in a passionate and purpose-driven manner.”



About Fort Worth Housing Solutions

FWHS is changing the face of affordable and attainable housing opportunities by providing mixed-income rental and homeownership possibilities that enable our clients to flourish in the community. FWHS accomplishes this by assisting our clients in elevating themselves to the next level of self-sufficiency and personal responsibility through life-changing programs. Through its real estate development program, FWHS also delivers stable investment opportunities for our development partners. FWHS owns 1,001 public housing units, 2,777 affordable housing units and 665 market-rate units, administers 6,385 vouchers and operates a homeownership program. Learn more about the Fort Worth Housing Solutions at the newly launched website at www.fwhs.org.

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