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MEDIA RELEASE

INTRODUCING THE LOS ANGELES COUNTY DEVELOPMENT AUTHORITY

**County's Community Development Commission/Housing Authority
Rebranded to Better Position itself to Serving Residents, Partners, and Clients**

Alhambra, May 16, 2019 - After 36 years as an established, trusted community leader in the core areas of housing, community development, and economic development, the Community Development Commission/Housing Authority of the County of Los Angeles (CDC/HACoLA) is excited to announce that it has rebranded itself as the **Los Angeles County Development Authority (LACDA)**.

Through the years, the agency has made a difference countywide by preserving single-family homes, creating affordable rental housing opportunities for veterans, families, and persons experiencing homelessness; funding and constructing parks, libraries, and other public facilities; and providing support to help businesses – small and large – start up or continue their success.

The rebranding offers an opportunity for the agency to reconnect with residents, partners, and clients, and reintroduce its program portfolio, expanded service operation, and initiatives to meet the needs of the County's residents and businesses. The LACDA combines the strength of two successful agencies – the CDC and HACoLA – that have a history of operating in tandem, as separate legal entities. Having one agency, under one management structure, and one uniform voice, allows the LACDA to continue its endeavors of ending generational poverty and homelessness, encouraging community development, and empowering County residents and businesses to reach their full potential.

The clients served and the excellent quality of service provided will not change. The new structure simply allows the agency to streamline budgeting, staffing, and programmatic operations, and more importantly, create a singular and more distinctive identity both internally and to our community partners.

The LACDA's core mission, to *Build Better Lives and Better Neighborhoods*, remains strong and intact and does its commitment to work with, and for, its partners.

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