

# **American Sustainability Initiative**

Balanced Economic, Social & Environmental Change

FOR IMMEDIATE RELEASE  
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## **AmeriSus™ ANNOUNCES “OPERATION APPLE PIE”**

*A Domestic War to Create Homeownership for Everyone*

Penns Park, Pa (April 6, 2011) - The **American Sustainability Initiative (AmeriSus)** announced today at the Atlantic Builders Convention in Atlantic City, NJ the launch of “Operation Apple Pie” a nationwide program focused on propelling Americans young and old through to financial independence via its new line of Liberty Eco-homes™. These homes are compact compared to the standard line of AmeriSus homes and range from 320 to 1250 sq ft. They are super-efficient and feature rich with models that can be built at densities of 10-12 homes per acre with for-sale pricing of an unbelievable \$65,000 and a monthly mortgage payment that can be as little as \$350 / month.

“Something is wrong when one of the largest employers in America, the new home construction industry, is for all intents and purposes shutdown, when millions of families are being kicked out on the street and more than half the population must sacrifice each day because they can no longer afford many of the basics enjoyed by previous generations” said Donna Kamps AmeriSus CEO.

“The bottom-line answer to the question of, “what will *they* do to fix this problem” has been confirmed. The answer is that NOBODY is going to fix it and if existing homeowners or future homeowners want to reset their own particular economic clock then a) they have to do it themselves and b) the AmeriSus line of Liberty Eco-homes™ can indeed be a significant factor in achieving financial liberation. If you are looking to buy a traditional home don't sign on the line to become a prisoner of unnecessary household expenses. If you are in a home where the home owns you and each month it is robbing you and/or your family of a simpler more care free existence then sell that beast and go with AmeriSus. If you are renting an apartment with leaky windows or a townhouse with unneeded affluence go with AmeriSus.

