

# PRESS RELEASE



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## The High Ground of Texas Launches Regional Program to Promote New Housing Opportunities

The High Ground of Texas is a regional economic development coalition spanning more than sixty counties in the West Texas region. Growth in various industry segments has resulted in new housing opportunities in cities throughout the region.

The High Ground has launched a targeted housing program to housing developers from a five state area who are involved in multi-family, single family, and rental property projects. This marketing initiative includes a multi-faceted information campaign including print, online and direct contact promotional strategies.

Housing needs in the region include opportunities for various types of development and investment. Each community boasts special and unique advantages and opportunities. Interested developers can contact the local economic development organizations to explore and discuss local industry trends, existing housing base, data gathering, infrastructure planning, market identification and more.

Cities involved in the 2009-2010 Housing in the High Ground Campaign include Aspermont, Big Spring, Crosbyton, Friona, Levelland, Midland, Monahans, Muleshoe, Perryton, Seminole, and Stratford.

For more information about housing opportunities in these communities and or/regional demographic information, go to [www.highground.org/housing.php](http://www.highground.org/housing.php) or contact the High Ground office at 806.366.7510.

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