



Danny Fesperman, Eric Johnson, Park Williams, John Woods and Megan Brandenburg

2015, will be used to raise awareness and funds for **Susan G. Komen Charlotte**, a grassroots network of activists and survivors working to mobilize research and resources in the fight against breast cancer.

John Woods, Mayor of Davidson, arrived to welcome Johnson to the golf and country club community, along with other locals including Danny Fesperman, Project Director for E.G. Reinsch, Inc. "We have been here a good while and we are excited for this cause," Fesperman said.

Build for the Cure has been on Johnson's project résumé since 2008, when *Charlotte Magazine* proposed a partnership for a charitable cause. They asked him what cause he had in mind. His response: "I said, to be honest with you, every single person that works in my office, every one of us has had a family member die from breast cancer."

Vicki Payne of the television show *For Your Home* filmed two of the resulting home-building projects—then called "Dream Homes"—for national broadcast. The project grew beyond those media partnerships and into its current brand: Build for the Cure.

This fifth home will be open for three weeks upon completion, with home tours coordinated by Komen Charlotte. "The mission that we have on it is, sure, we are raising funds," Johnson said, "and it's a substantial amount, but more important is the awareness for early detection that Susan G. Komen does."

Woods said, "The Davidson community

has long been a community that is interested in giving and in charitable efforts to help others, and I am really impressed that Eric has taken it upon himself to do something really unusual, which is to take his craft and turn it into a method for bringing awareness and raising funds for the charity of his choice."

Traditionally during a weekend of home tours, Komen Charlotte sets up a table with breast health awareness resources and statistics. The general public can purchase tickets to tour the home before it goes on the regular housing market. "It is a great way for us to engage with the community," said Park Williams, Board Chair for Komen Charlotte.

Amy Carnes, who does administrative work with E.S. Johnson Builders, said the project provided an opportunity to introduce the company name as well as health resources to the River Run community. "Any kind of preventative measures that we can all expose people to is worth saving a life," she said.

The home itself will exude an air of relaxed elegance, reminiscent of a high-end home on the beach. Johnson hinted that visitors will see a lot of moldings and shiplap siding, with a contemporary flair. The exterior will flash with white clapboard siding and gray Pennsylvania stone accents.

Megan Brandenburg, Communications and Events Coordinator for Komen Charlotte, considered the symbolism of the build. "It's a great opportunity to bring awareness to not only the Charlotte area, but to our surrounding

counties, that we are here to support them, not just from a national standpoint, but from a local standpoint. To have this house built in Davidson, it's another visual representation of who we are, that we are here to help and that we are here to raise awareness."

Brandenburg joined Johnson, Fesperman, Williams and Woods in grabbing a pink hard hat and gripping the handle of a pink shovel. In sync, they dipped their shovels deeper, pushed forward and, with a quiet flip of earth, they broke ground.



Leigh Ann Phillips, Danny Fesperman, John Woods, Dieter Crago and Jessica Shirlen

**Get Involved:
Susan G. Komen Charlotte**

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