

NEWS RELEASE

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CIRCA Old Houses and Cheap Old Houses Join with Preservation Maryland to Support Rehabilitation of Historic African American Home

Baltimore, MD [August 18, 2020] – Two of the most prominent Instagram accounts dedicated to historic homes and architecture have joined with Preservation Maryland to support the non-profit organization’s latest project; the rehabilitation of an early 19th century log cabin anchored in the historic African American Jonathan Street neighborhood of Hagerstown, Maryland.

CIRCA Old Houses and Cheap Old Houses, both founded by preservationist and social entrepreneur Elizabeth Finkelstein, are two of the most popular Instagram feeds in the world devoted specifically to historical homes for sale. Combined, the pages have nearly 1.3 million followers and cater to audiences interested in elegant historic homes as well as far more affordable old homes listed for less than \$100,000. The wildly popular, viral feed @cheapoldhouses has been featured in *New York Magazine*, *The Financial Times*, *Money Magazine*, *Buzzfeed* and numerous other influential publications.

Under the new partnership, for the next month CIRCA will donate all proceeds from the sale of their extremely popular “Save All The Old Houses” enamel pin to Preservation Maryland’s rehabilitation of 417 North Jonathan Street. The building is an historic circa 1830s small log home in the heart of the historic Jonathan Street community of Hagerstown, one of the state’s oldest African American neighborhoods and nearby several well-documented Green Book sites. It is the first revolving fund acquisition for Preservation Maryland since 1975 – 45 years ago. After rehabilitation, Preservation Maryland will partner with Habitat for Humanity to sell the property for affordable, owner-occupied housing. The initial project is part of a larger effort led by local citizens

and supported by Preservation Maryland to jumpstart revitalization and reinvestment in the historic neighborhood.

Elizabeth Finkelstein, the founder of both CIRCA and Cheap Old Houses, explained, “We are very supportive of efforts around the nation to preserve and restore African American history and we couldn’t be prouder to help drive funds to this compelling and important project. Preservation Maryland is taking on a big task and we’re looking forward to activating our passionate followers to help support this rehab.”

The “Save All The Old Houses” enamel pin which retails at \$25 is available at circaoldhouses.com/shop and all proceeds will be donated to Preservation Maryland through September 18, 2020.

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Since 1931, Preservation Maryland has worked to protect the places, stories and communities in Maryland that matter. As a non-profit organization, it works with partners across the nation to accomplish this important mission and protect the Best of Maryland. Learn more at: presmd.org.

CIRCA is a curated historic house marketplace showcasing the most beautiful old homes for sale all across the country. Go ahead: Browse. Indulge. Find your dream home. Learn more at: circaoldhouses.com and on Instagram at @cheapoldhouses and @circahouses.