

**Press Release
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***PUEBLO, COLORADO -
Blueprint for a Better Pueblo***

Every town in America has its problems, but we want to highlight the things that make Pueblo an amazing place to live, while showing that some of these problems could be fixed if we could just come together as a community. Collaborations are key. United we stand, divided we fall.

Every human being, regardless of race, religion or creed, all want the same basic human rights - to have a decent life and to provide for their loved ones, securing them with a healthy and happy future.

WHO WE ARE:

Casper Lou Principe

Lou Principe is a 71-year-old retiree, with an insurmountable amount of knowledge and business experience. He started his career as a police officer in Hollywood, Florida. After realizing the dangers involved, he decided to change vocations and ventured into real estate. Because of his success in his field, he became a consultant and teacher, starting the Florida Real Estate College in 1988. He has worked with many prestigious companies and firms, and eventually became the only known adjunct professor without a college degree to teach at several different universities and institutes of higher learning.

Through the years, Lou has always been active in the communities in which he has resided, including teaching community policing, working with numerous volunteer organizations, spiritual ministry and even creating a homeless hotel in Mobile, Alabama. His life experience has lead him to uncover corruption and fraud within city and towns, and exposing those who abuse the system, making him a crusader for justice.

Health issues caused him to slow down, having him retire in 18 years ago. He recently moved to Pueblo, Colorado from Orlando, Florida. Due to his move to Colorado, his health has dramatically improved and he is now reemerging from his retirement.

His reasons are many for his move here, not limited to marijuana. As a real estate expert, once he researched the market in Pueblo County, Colorado, it reminded him of his early days in real estate in Florida. He sees great potential for Southern Colorado and has the experience to implement growth for the region.

Lou is very Intune with his spirituality, and has had many ministries over the years. As crazy as it may sound, God has brought him here. His belief system is founded on Biblical Principles, and his goals help bring people together - to unite, not divide us. His philosophy is: We are all a part of the same family, we are all Spirit Children of God, we are all brothers and sisters regardless of nationality, skin color, education or economic status. I've found in Pueblo, similar to other cities, the invisible people in the community suffering. It reminds me of an older song, A Town Without Pity is Doomed. We are here to remind people if you love God first, you are to love strangers as much as you love your own family, because we all are Spiritual Children of God. Are you compassionate? Are others suffering? Did you think about the ripple effect your decision makes? Christ was a carpenter; He had to see the finished product before He started carving the block of wood? When you made a decision, did you think it through? Every decision a human being makes, good or bad affects not only his family, but also the whole community.

Jenifer Newburn

Originally a Texas native, Jenifer Newburn moved to Pueblo in October of 2015. She fell in love with the town immediately, and not because of the marijuana. She moved here with a musician, but they broke up shortly thereafter. As she likes to put it, "I came for the boy, but I stayed for the mountains."

Through a chance meeting, Lou has taken her under his wing as a protege. She has prior experience in real estate, nonprofits, and the hospitality industries. Life had dealt her some hard blows in the past year, which eventually lead her to being homeless and having to live under an overpass.

Finding resources while undergoing so much adversity has motivated her to make changes within the town she loves so dearly. While undergoing her own spiritual transformation, she ran into a lot of people who were facing similar situations - mostly military veterans, felons and people with disabilities. If she was having such a difficult time trying to get back on her feet

with no criminal record and decent work history, it made her wonder how people who were less fortunate or capable as her would be able to fend for themselves.

WHY PUEBLO?

Located just 100 miles south of Denver, Colorado, Pueblo is the seat of Pueblo County, Colorado, with just over 110,000 residents. Also, just a 45-minute drive north is Colorado Springs, ranked the fifth best place to live in the United States, according to study done in 2016 by U. S. News and World Report.

The city promotes a healthy well-being with its rather expansive Pueblo River Trails system, in which residents and tourists can take in the local scenery on walks or bicycles. It also boasts an impressive Parks and Recreation department. Additionally, each year, the city is also home of the Colorado State Fair.

The town has a large military presence, and was recently touted by Expedia as one of America's Most Patriotic Cities, with it being the dubbed as the "Home of Heroes" because of the four medal of honor recipients whom hail from its Steel City roots.

Pueblo was rated by the AARP as one of the "Top Ten Places" to retire for less, due to its low cost of living per capita. With the additional monies saved from low cost of living, baby boomers can spend their money on more products and services.

Pueblo has an emergent artistic community, with its Sange De Cristo and Buell Art Museums, Pueblo Arts Alliance, as well as the Guinness World Record holding Pueblo Levee Mural Art Project, which is the world's largest continuous painting.

With both recreational and medical marijuana legal, Pueblo has a burgeoning marijuana industry. It truly is the frontier for the ever-expansive Green Rush that has taken the country by storm.

Additionally, there are two institutions of higher learning - Pueblo Community College and Colorado State University, both highly sought after accredited universities for which people from all over the world flock for their degrees. CSU Pueblo is already known for their transparency, honesty and good business sense in all aspects of their dealings. That reputation, like a snowball rolling down the mountain, will grow larger and pick up momentum and will spread worldwide.

The town's rich Hispanic heritage, combined with heavy Russian and Italian influences cements Pueblo's status as "The Melting Pot" of Southern Colorado.

From the Pueblo Economic Development Corporation Website:

Reasons to Invest in Downtown Pueblo

1. Pueblo's City Center features Colorado's only developable urban waterfront property, called HARP or the Riverwalk.
2. Construction costs in Pueblo are considerably less than most cities in the United States.
3. Pueblo offers resources like the Pueblo Urban Renewal Authority, the Pueblo Economic Development Cooperation (PEDCO), and the Greater Pueblo Chamber of Commerce, which work together to create a joint incentive packages to attract your development project.
4. The demand for retail and residential development continues, unlike major cities where the market is saturated.
5. Pueblo's City Center is rich in arts, culture, and education, featuring a nationally recognized Buell Children's Museum and regional library.
6. Situated at City Center Drive and Main, the Pueblo Convention Center attracts year-round visitors to support City Center merchants.
7. Pueblo's City Center offer outdoor recreational activities including kayaking and biking.
8. Union Avenue features unique boutiques that attract people throughout the year.
9. Pueblo's City Center is home to many of Colorado's prized historic buildings ripe for redevelopment.
10. Downtown Pueblo is attracting a growing number of college students to the area.

HOW WE WILL MAKE PUEBLO GREAT AGAIN

Buy in Pueblo

The backbone of this country has always been and always be small businesses. With the economic climate the way that it is, buying locally is more important now than ever. Buy in Pueblo is a group designed to bring awareness of shopping locally and showing the impact of keeping capital within the community.

Buy in Pueblo, in partnership with The Principe Group is currently shooting a documentary in Pueblo, CO focusing on the challenges facing Pueblo and how we can come together as a community to affect positive change for the city. The film focus will have a humanitarian angle, in addition to the business aspect, focusing on how to help Pueblo's more impoverished

residents, while still highlighting all aspects that make this charming Southern Colorado town a desert gem, showing that if this melting pot can be a place people will want to live, work and play. If the film becomes successful, we would also like to pitch it to several television networks to get national exposure to our endeavors.

Real Estate

Real estate is inexpensive in Pueblo County. There are many ways to develop the land, including, but not limited to pre-selling ranches of 40 acres for \$1,000 an acre. Collaboration with approved professional local builders could be coordinated.

Once the plan is implemented, land values are projected to double within five years and Pueblo has the potential to become one of the largest multi-generational tourist areas in the country. The Steel City will be the example for the world how a town can make one serious comeback.

Sponsorships and Collaborations

We hope to create a network of collaboration with the local businesses and non-profits, helping one another out in an innovative way. When we work together as team, we can accomplish so much more for the community at large. With negotiations, already in the works with businesses and nonprofits, we are already striving to building a better community for the citizens of Pueblo.

Crowdfunding

If this project gains the traction that is currently projected, crowd funding sources such as Kickstarter and GoFundMe would be an additional source of revenue for our eventual endeavors.

HOW YOU CAN HELP:

Money is always appreciated, but in-kind donations of resources are needed more. Volunteers for our cause are always important.

We want to build a better future for this City Forged from Steel.

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Contact:

Jenifer Newburn

Ordained Minister, Universal Life Church

Founder, Angel Alchemy

Executive Director, People Incorporated Pueblo

Coordinator, Buy in Pueblo

719-281-9809

jenifernewburn@live.com

Lou Principe, Visionary
Former Adjunct Professor University of North Florida
& Senior Associate at University of Central Florida
www.KnowledgeCollege.org

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