



PAPER HAMMERS HAMMER AWAY AT NEED FOR AFFORDABLE HOUSING

The Home Depot Stores Raise \$17,928 for Habitat for Humanity Winnipeg's Affordable Housing Projects

Winnipeg, MB, July 27, 2011 – Habitat for Humanity Winnipeg will benefit from \$17,928 being donated towards their local homebuilding projects following The Home Depot Canada Foundation's 2011 *Buy a Hammer, Build Our Community* in-store campaign, which saw The Home Depot Stores across Canada sell \$2 paper hammers at check-out in benefit of local charities.

"I'm thrilled that so many community members stepped-up and bought a paper hammer in benefit of our work here in Winnipeg says Sandy Hopkins CEO, Habitat for Humanity Winnipeg. "Not only has this campaign raised funds for Habitat home building, but it's also built an understanding around the issue of affordable housing in our community."

Running from June 2nd to July 3rd, this year's paper hammer sales resulted in over \$200,000 being raised for Habitat for Humanity affiliates in Ontario, Manitoba and British Columbia. Again this year, The Home Depot Canada Foundation has generously offered to double the amount raised by the top-performing district, which will result in more than \$59,000 being donated to Habitat for Humanity affiliates in the Southeast golden horseshoe area of Ontario. This is the second year in a row that The Home Depot Canada Foundation has provided 100% of funds raised in each The Home Depot store community to a charitable partner within that community in support of an affordable housing or community improvement project.

"This support means that more low-income families will be able to access the safe, decent and affordable housing that they need to be able to break free of the cycle of poverty," says Hopkins "It means that a family will experience improved health, educational outcomes and economic opportunities – something that will have an impact for generations to come."

Proceeds from the *Buy a Hammer, Build Our Community* campaign are in addition to the over \$4 million in cash and product that The Home Depot Canada and The Home Depot Canada Foundation donates to Habitat for Humanity affordable housing projects every year. Through campaigns like *Buy a Hammer, Build Our Community*, sponsorship of HFHC's 360 Built Smart Partnership and The Home Depot Canada Foundation's signature sustainable housing grant program made available to Habitat for Humanity's 72 Canadian affiliates, The Home Depot Canada and its Foundation are striving to support the development of affordable, sustainable Canadian communities. In addition to monetary funding, Team Depot, The Home Depot's volunteer force of associates, also provides volunteer hours to Habitat for Humanity build projects nationwide.

For more information about The Home Depot Foundation: www.homedepot.ca/foundation

Habitat for Humanity Winnipeg is a local affiliate of an international non-profit registered charity committed to eliminating poverty housing and dedicated to making safe, decent and affordable housing for purchase by low-income working families.

For more information, please contact:

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