



## **Habitat for Humanity Winnipeg is building excitement at the EX.**

### ***Organization is building a home in 10 days at the Red River Exhibition***

**Winnipeg, MB, June 17, 2011** – Habitat for Humanity Winnipeg’s (HFHW) is building again, this time among all the glitter, rides and entertainment of the Red River Exhibition.

Starting tomorrow until June 26<sup>th</sup>, over 200 volunteers plus Habitat House and Crew Leaders will be seen building the home beside the Pavilion in Exhibition Park. In just 10 days, a Habitat home will be constructed to near completion and moved to its permanent location on Archibald Street at the conclusion of the EX. When completed, a low-income working family will purchase the affordable home and move in later during the year. This is not the first time HFHW has built in a high profile location.

In spring of 2009, Habitat for Humanity Winnipeg built a home in a churchyard across from The Delta Winnipeg’s downtown. “These high profile locations generate a lot of buzz that create awareness by bringing attention to what we do for families and the community, says Sandy Hopkins, CEO, Habitat for Humanity Winnipeg. “There is a huge need for affordable housing in Winnipeg and across Canada, and we do what we can to fill that void.”

The build at the EX also includes some exciting Habitat fundraising at the nearby sponsor tent. Participants can buy a guess at the number of nails in a jar contest for just \$2; the closest number wins a Fluid 55” HDTV courtesy of The Source. The Source, one of Canada’s largest consumer electronics and communications retailer, is the generous Home Sponsor for this build. The Source Winnipeg-area employees will trade their mobile handsets for hammers over the course of the ten-day build. “Habitat for Humanity is a meaningful program that lets our employees give back to the communities in which they live,” says Charles Brown, President at The Source. “Our employees and partners make this build possible. I’m delighted that we’re able to support Habitat for Humanity Winnipeg and help Canadian families in need.” The Source’s latest fundraising effort from the company’s recent 11<sup>th</sup> Annual Invitational Charity Golf Tournament raised \$85,000 for Habitat for Humanity Canada. This will help with nationwide Habitat projects in 2012 with more fundraising continuing until the end of August.

Salisbury House is also a friend to Habitat for Humanity Winnipeg as they are selling \$5 raffle tickets offering prizes of various denominations of gift certificates, with one lucky winner having a replica Mini Salisbury House Restaurant playhouse (9’w x 12’d x 10’h) delivered to their home. All raffle proceeds will go to HFHW.

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.

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