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Habitat for Humanity Winnipeg and Safeway's We Care Campaign Prepare to "Hammer for Homes"

Winnipeg, Manitoba, December 1, 2006 – On Saturday, December 2, 2006 Safeway shoppers will have a chance to help build new Habitat for Humanity Winnipeg (HFHW) homes for low-income working families by using just a hammer and one nail. As part of Safeway's We Care Campaign, HFHW will be the participating charity at the Regent Avenue and Kildare Avenue East Safeway locations from 10 a.m. to 5 p.m. this coming Saturday.

The general public will have a great opportunity to help Habitat build more homes by purchasing and hammering a nail for only \$2. For those wanting to support HFHW but who aren't in the mood to do some hammering, Safeway will also be running its popular Charity Checkout Day. During this popular event, customers are able to round-up their grocery bill with the extra dollars or cents going to support Habitat's 2007 home building season. A few 2007 Habitat Homeowners will be on hand to help staff the event and discuss how Habitat has impacted their lives.

The opportunity to partner with the two Transcona Safeway stores was well received by HFHW CEO, Sandy Hopkins. "Transcona has been a great neighbourhood to build our Habitat homes in, and we have always been met with warm welcomes. Within the past three years, we have built 19 homes in the area, so working with these two Safeway locations will feel like coming home," Hopkins says.

Although this is HFHW's first time participating in Safeway's We Care Program, the campaign has an established national history. "Since 1998, Safeway's We Care Campaign has raised over 14.6 million dollars for charities across Canada," says Safeway spokeswoman, Natalina Porpiglia.

With the cost of a Winnipeg home continuing to climb, many families are finding the dream of owning their own home is sadly—unattainable. Through an application process, HFHW selects hard-working, low-income families who are in need of affordable housing and have the ability to repay an interest free mortgage. Once chosen, Habitat Homeowners must complete 500 hours of sweat equity before taking possession of their new home.

Habitat for Humanity Winnipeg is the local affiliate of an international non-profit Christian organization dedicated to eliminating poverty housing and to making decent housing a matter of conscience. Since 1987, Habitat for Humanity Winnipeg has partnered with local businesses, faith groups, and thousands of dedicated volunteers to build homes for nearly 150 Manitoba families.

