

*For Immediate Release*  
July 18, 2008



**\*\*\*\*\* Media Alert \*\*\*\*\***  
**Great Photo Opportunities**

**Cyclists Raise \$140,000, Ride 1,600 km, and Build a Habitat Home**

**WHAT:** Habitat for Humanity Winnipeg, together with the 2008 Cycle of Hope cyclists and road crew invite you to an uplifting welcome home ceremony made possible through their determination and effort. Tired but exhilarated after their 14-day, 1,600 km trek north from Lake Michigan, the 48 cyclists will pull up to the new Habitat home that was constructed in their absence by volunteers.

This is the 15<sup>th</sup> Anniversary Cycle of Hope and to date the ride has raised over \$2,000,000 for Habitat for Humanity Winnipeg. 2008's ride has already raised \$140,000 and that amount continues to climb daily.

New Habitat homeowner, Trang H. and her family, will be present to give words of thanks to the cyclists and road crew. The cyclists will be available for interviews after the brief ceremony. There is also an excellent opportunity for photos as a police escort accompanies them up Portage Avenue through the last leg of their journey.

**WHO:**

- 48 cyclists and 10 road crew
- One low-income working family
- Sandy Hopkins, CEO, Habitat For Humanity Winnipeg
- Hundreds of Habitat volunteers and the family and friends of cyclists and road crew

**WHEN: Saturday, July 19, 2008**

**Agenda:**

**12:30 p.m. - 12:40 pm** (anticipated arrival time) – Cyclists will ride with police escort through the Portage and Main intersection, heading west on Portage Avenue to Minto Street.

**1:00 p.m.** – Cyclists arrive at their sponsored Habitat home. Short program to follow.

**WHERE: 754 Minto Street** (location of Trang's new Habitat home)  
**Winnipeg, Manitoba**

**CONTACT:**

For more information or to RSVP, please contact:

Michelle Nyhof

Manager, Communications & Marketing

Habitat for Humanity Winnipeg

Cell (204) 295-0267