

Local Truck Dealer's Donation Helps Habitat for Humanity Winnipeg Become a Major Player in Winnipeg's 'Green' Movement

*Donated Cargo Truck Helps Habitat's ReStore Divert More Than 1.5 Million Pounds of
Reusable Goods from Winnipeg's Landfills*

Winnipeg, Manitoba, September 9, 2008 – Freightliner Manitoba Ltd.'s donation of a 22' cargo truck to Habitat for Humanity Winnipeg's ReStore this past May is allowing the local not-for-profit charity to significantly increase the amount of reusable goods it diverts from local landfills. The ReStore diverted just over 1 million pounds of gently used and excess building materials and home furnishings in 2007, and due to the Freightliner Manitoba Ltd. truck donation, has already reached its 2008 goal of more than 1.5 million pounds collected. The reusable items are sold in the ReStore and the proceeds cover 100% of Habitat for Humanity Winnipeg's (HFHW) administration costs.

"In the past we've had to turn down many large commercial donations because our ReStore truck could not accommodate the weight and size. On occasion we would rent a larger truck—but this extra expense lowered our potential profits significantly and we found it wasn't financially feasible to go out and collect some items," says Sandy Hopkins, HFHW's CEO. "The donated truck has made a big impact on what we can collect and is proving to be a great tool in helping us become one of the most environmentally friendly organizations in the city. I'm setting our 2009 goal for goods diverted at 2 million pounds and I'm confident that we'll reach that."

"Part of making greener choices in transportation, is selecting the correct vehicle for the job," says Ken Talbot, Freightliner Manitoba's general sales manager. "Making two trips with an overloaded smaller truck is going to stress the engine and use more fuel. With our truck donation the ReStore will now have the flexibility to match the right truck with specific tasks and they won't have to turn down the large and profitable commercial donations due to the cost of renting a larger vehicle."

In addition to diverting reusable goods from Winnipeg landfills, HFHW's ReStore provides local consumers an opportunity to purchase goods that have not been shipped cross-country thus lessening the amount of fuel it takes to transport items for purchase. In addition to the green benefits the ReStore offers, HFHW is currently the only Manitoba homebuilder constructing all of their homes to Manitoba Hydro's Power Smart Gold standards.

HFHW is the local affiliate of an international not-for-profit organization and since 1987 has built over 151 safe, decent, and affordable homes for low-income working families. For more information on HFHW please visit www.habitat.mb.ca

Contact:

Michelle Nyhof
Manager, Communications & Marketing
Habitat for Humanity Winnipeg
(204) 235-2182
Cell (204) 295-0267
mnyhof@habitat.mb.ca