



Signs of Change for Habitat for Humanity Winnipeg

April 26, 2010 - Habitat for Humanity Winnipeg (HFHW) has created a unique way to showcase a new brand enhancement through the implementation of 'SOLD' signs on all of their new building sites. The first of these signs can be seen at the Sir Sam Steele School build site on Nairn Avenue, across from Dufresne Furniture.

The local brand of the internationally known Habitat name is now accompanied by: 'The Future Builders'. Incorporating this message onto property 'SOLD' signs is the first phase of a gradual integration into the organization's advertising and promotional materials.

"The signs are intended to dispel the misconception that HFHW gives away homes," says Sandy Hopkins, CEO of HFHW. "We believe these signs, along with our other continuing communication efforts, will further help people to understand that we sell homes to low income working families that meet our criteria of need, ability to pay and willingness to partner."

"The addition of 'The Future Builders' to our international brand creates a unique local entity, with a goal to create more awareness and excitement and draw the attention of potential new supporters," adds Ken McIntyre, HFHW Manager, Communications. "This message will also help to make existing supporters even more proud to be associated with Habitat."

"The Future Builders' exemplifies everything that Habitat is and does: continuing to build homes for the future and building futures where families prosper, communities thrive and everyone wins," says Hopkins. "We are very proud of this change and feel a lot of people would love to make a difference by becoming 'Future Builders'."

Donations help HFHW to build affordable housing, which in turn enables Habitat partner families to purchase their market value priced homes with no down payment and interest free mortgages. These families show their commitment by contributing 350 to 500 hours of sweat equity to Habitat by helping to build their own home, other homes, or by working in the HFHW offices or in the ReStore.

Donations also impact the future as every new homeowner's mortgage payment received by Habitat helps build more homes and a better foundation for Winnipeg.

Habitat for Humanity: The Future Builders.

For more information on HFHW family selection criteria: <http://www.habitat.mb.ca/homeowners.html>

For more information on HFHW business model: <http://www.habitat.mb.ca/about.html>

For further information, contact:

Ken McIntyre, Manager, Communications

Habitat for Humanity Winnipeg

Phone: 235-2402

e-mail: kmcintyre@habitat.mb.ca

