



## Nearly 200 Great-West Life employees building Habitat home to revitalize their neighbourhood

**Winnipeg, MB, August 16, 2013** – Great-West Life staff begin constructing their sponsored Habitat for Humanity home tomorrow morning at 248 Langside Street, just a few steps from their corporate offices. The foundation was dug and the site prepared last month for the build that continues until August 30th (excluding Sundays).

For over 12 days nearly 200 Great-West Life volunteers are leaving the comfort of their corporate workstations to pick up hammers, saws and drills and help build a Habitat home to revitalize their neighbourhood. Dedicated Great-West Life employees also joined Habitat Manitoba last month during its annual Blitz Build, raising their collective total to 300 staff volunteering their time at Habitat build sites this year.

Brad Fedorchuk, Vice-President of Group Underwriting at Great-West Life is one of the Habitat build volunteers: “Habitat is a terrific way to be out giving back in the neighbourhood in which we work. When 40 or 50 people get together and they’re rowing in the same direction, the results are amazing.”

Great-West Life has been a longtime supporter of Habitat for Humanity Manitoba and first became a home sponsor back in 1993 when the Jimmy Carter Work Project came to Winnipeg. They have been a strong supporter ever since.

Great-West Life and its subsidiaries London Life and Canada Life have also helped Habitat affiliates in Toronto, London, Calgary, Montreal and Halton, and for the past five years have sponsored Habitat for Humanity Canada’s National Award for Leadership in Sustainable and Affordable Home Building, which recognizes Habitat affiliates and key individuals for their green building practices.

“Great-West Life is an outstanding supporter,” says Sandy Hopkins, CEO of Habitat Manitoba. “Their commitment to building stronger communities translates to real support for a myriad of communities across the country and we are delighted they are continuing to support Habitat.”

**For more information, please contact:**

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