



Habitat for Humanity Ground Breakers promotion offers Manitobans chance to win FREE Starbucks™ Coffee for one year!

Through partnership with Starbucks, Habitat hopes to further engage the community to help eliminate poverty housing.

Winnipeg, Manitoba, April 15, 2013 - Starbucks is committed to community service, and starting this spring is working collaboratively with Habitat for Humanity Manitoba through the support of their volunteers' initiative and efforts. Starbucks is encouraging the community to join them in the fight against poverty housing by supporting or becoming Habitat for Humanity Ground Breakers while also offering a chance for a great incentive prize.

Starting today, the Habitat Manitoba promotion with free Starbucks coffee for a year is the first of its kind in Canada, and there is no obligation for entering the draw. Habitat is leaving the generosity of potential *Habitat Ground Breakers* to humanity by offering two ways to enter, one through an optional pledge form request. Whatever choice is made has no bearing on any participant's chances of winning. "Like Us" on Facebook (Habitat for Humanity Winnipeg) at the time of entering and gain a second chance at winning.

"Starbucks chose to partner with Habitat because it shares many similar community pillars such as thriving neighbourhoods, community service, diversity, and green building, says Sheilagh Dohie, District Manager for Starbucks Manitoba. As employees, our volunteer hours and financial contribution have the ability to make a significant impact in a family's life, making our contribution that much more personal and rewarding."

"We are thrilled to have Starbucks partner with us as it will increase our awareness to a potentially untapped new audience while further raising our profile. It costs us \$160,000 to build a Habitat home, and we are hoping many *Habitat Ground Breakers* will step up to help us break ground on a new home," says Sandy Hopkins, Habitat Manitoba's CEO.

The promotion runs from April 15 to May 31, 2013 and is open to all Manitoba residents. Habitat for Humanity Manitoba and Starbucks staff are ineligible to enter the draw.

Learn more and enter to win at www.habitat.mb.ca

Learn more about Starbucks Canada community involvement at <http://www.starbucks.ca/responsibility>

Habitat for Humanity Manitoba is a local affiliate of an international non-profit registered charity committed to eliminating poverty housing and dedicated to making safe, decent and affordable housing for purchase by low-income working families.

For more information about Habitat Manitoba or the promotion please contact:

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