

MEDIA INVITE AND NEWS RELEASE

A NEW YEAR, A NEW HOME

THE LEGACY CONTINUES

Friday, April 25, 2014, Winnipeg, Manitoba – The first Habitat home has been built by using the mortgage payments from previous Habitat for Humanity Legacy Fund homes. The keys will be presented to the new homeowner this Friday.

“This home is an example of a successful partnership that has been influential in stopping the cycle of poverty. Homeowners not only put their sweat equity into the building of their home, but they also play a key role in sustaining the Legacy Build fund through their mortgage payments, which are reinvested to build more homes for other eligible families,” said Sandy Hopkins, Habitat for Humanity Manitoba CEO.

Established in 2008, the Legacy Build Program is a visionary partnership, between Habitat for Humanity Manitoba (HFHM) and Manitoba Liquor & Lotteries, with a self-sustaining model of funding that enables the construction of homes for low income families for decades.

Manitoba Liquor & Lotteries committed \$3 million and over the past six years HFHM raised matching funds to build 49 homes in communities throughout the province. This year the accumulated mortgage payments were enough to pay for the construction of the 50th home without needing to raise additional funds.

“We are truly proud of this long-term partnership with Habitat for Humanity,” said Winston Hodgins, President and CEO of Manitoba Liquor & Lotteries. “Habitat for Humanity embodies our commitment to support communities, create partnerships and promote employee volunteerism. We are very happy to see this long-term investment come to life.”

The Legacy Build Program is the first of its kind in Canada. With a truly unique framework of matching donors and community sponsorship the Legacy Build Program builds not just affordable homes, but stronger communities for Manitobans.

Habitat for Humanity Manitoba is the local affiliate of a global non-profit organization dedicated to eliminating poverty housing and to making decent housing a matter of conscience. Since 1987, HFHM has partnered with local businesses, faith groups, and thousands of dedicated volunteers to build homes for over 275 Manitoba families.

Media Event – Key Ceremony:

The keys for this Legacy home will be presented to the homeowner and her two sons on Friday, January 31 at 10 a.m. at 208 Fernbank Street, Winnipeg.

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