



**Press Release
For immediate distribution**

**Habitat for Humanity Montreal
announces new build site
and launches the first Quebec ReStore**

Montreal, QC - October 17, 2006 – Habitat for Humanity Montreal announced today the first construction project in east-end Montreal and also officially opened Habitat's 50th ReStore in Canada and the first in Québec, located in the LaSalle borough of Montreal. They also announced that they have received a donation of \$360,000 over the next three years from long time Habitat for Humanity supporters: Genworth Financial Canada, a leading mortgage insurance provider, retailing giant Home Depot Canada, and MCAP, Canada's largest independent mortgage and equipment financing company.

"Habitat for Humanity has set its sight on the province of Quebec. Montreal is the flagship of many more affiliates to come in Quebec, with new groups forming in Deux-Montagnes, Quebec City and Gatineau," says Habitat for Humanity Montreal President Stephen Rotman. "As a result of this generous gift from our Founding Sponsors, Habitat Montreal has already acquired land in the east end of Montreal and will be building its fourth house on the island of Montreal in 2007."

Habitat for Humanity Montreal will build up to four homes on the lot, which is situated at the corner of George V and Hochelaga, in the borough of Mercier-Hochelaga-Maisonneuve. Habitat for Humanity has expressed a wish to acquire the adjacent lot, in order to meet the needs of even more local families. Habitat for Humanity has already built three homes in the St Henri district of Montreal.

The donation from the Founding Sponsors was announced at the official ceremony to open the province's first- ever Habitat for Humanity ReStore, a building material liquidation store. Located at 7177 Newman Boulevard in the borough of LaSalle (southwest Montreal), this is Habitat's 50th building material liquidation centre to open in Canada.

"Habitat ReStores play an essential role in generating funds to support Habitat's building programs," said Pierre Tousignant, Director, ReStore committee. "These funds translate into much needed affordable housing for local Montreal families and also across Quebec and Canada."

At ReStore locations across the country, distributors, retailers, manufacturers, construction and companies donate quality materials that are then re-sold to the public; the proceeds help construct decent and affordable homes for low-income families.

To launch the first Quebec ReStore, Habitat for Humanity Montreal benefited from a \$41,000 contribution from Environment Canada's EcoAction program, a financial help program destined to community organisations whose projects impact the environment, notably by reducing greenhouse-gas emissions. They have also received a \$40,000 grant from the Social Economy Fund of LaSalle's Economic Development Corporation (CDEL). The CDEL is supporting the creation of long-term jobs on its territory and the start-up of a company that will fill community needs, in this case affordable housing for low-income families.

Due to municipal regulations, Habitat's Montreal ReStore will only accept or sell new materials unlike other ReStores across Canada, which accept and sell used materials.

Habitat houses are built in partnership with recipient families, with the help of donations from companies and individuals, and thanks to the work of many volunteers. Houses are sold to the families at no profit, with no downpayment or interest on their mortgage, which is calculated according to the families' capacity to reimburse. Mortgage payments are deposited in a revolving fund, to provide for the future construction of additional homes.

About Habitat for Humanity Montreal

Habitat for Humanity Montreal (www.habitatmontreal.qc.ca) was founded in 1998 and is an affiliate of Habitat for Humanity Canada.

About Habitat for Humanity Canada

Habitat for Humanity Canada is a national, non-profit, faith-based organization working for a world where everyone has a safe and decent place to live. Our mission is to mobilize volunteers and community partners in building affordable housing and promoting homeownership as a means to breaking the cycle of poverty.

The organization was founded in 1985, consists of 30,000 volunteers and 70 affiliate organizations from coast to coast, and is a member of Habitat for Humanity International which spans 100 countries, has built over 200,000 homes, and is now building a new home every 24 minutes.

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Source:
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