



News Release

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FOR IMMEDIATE RELEASE

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Local family receives key to new Habitat home donated by Daytona Homes.

Edmonton, AB — For the second time, the incredibly generous Daytona Homes has handed over house keys Habiba and her son Abdul, who will buy the house from Habitat with an interest-free mortgage and a down payment of 500 hours of sweat equity. The townhome is nestled in a beautiful development in Edmonton’s Ellerslie community. Daytona Homes pledged the home to Habitat during the sixth annual Habitat Day in the Capital Region.

“Moving into a new home, especially a first home, is something people never forget and I love that we can help make that happen for a Habitat family,” said Tally Hutchinson, President, Daytona Homes. “A house is the home base of everyone’s life, and it means a lot to me that Daytona Homes can help give a family the security of a home and get them started on their way to a very happy future. Being able to help out a deserving cause by sharing something we’ve worked so hard on definitely has a positive effect on everyone at Daytona. As a home builder, we believe it is our responsibility to help establish strong communities for families.”

Habitat homes are made possible by donors, volunteers and innovative partnerships. The Government of Alberta is a key partner of Habitat and has been a tremendous supporter of their sustainable home ownership program. Their support allows Habitat to provide more and more opportunities to hard working families.

“Housing is a basic human right and affordable housing does more than just provide families with a safe place to live,” said Rod Loyola, MLA for Edmonton - Ellerslie. “It provides essential opportunities that help pull people out of poverty and leads to an inclusive, beneficial participation in one’s community and society. It gives me great joy that we have organizations like Habitat for Humanity working to uphold this important human right.”

“The team at Daytona Homes is a great partner of Habitat for Humanity,” said Alfred Nikolai, President & CEO, Habitat for Humanity Edmonton. “This is the second home that Daytona has gifted to Habitat through the Habitat Day program, and the family receiving the keys will soon be stable, safe and self-reliant.”

Habitat relies on partnerships to serve families in need of affordable home ownership. Habitat homes are affordable because families pay an interest-free mortgage that is never more than 25 per cent of their household income. Partner families must invest 500 hours of “sweat equity” as the down payment for their home – this is why we call our program a “hand up,” not a handout.

About Habitat for Humanity

Founded in 1991, Habitat for Humanity Edmonton (HFHE) is a charitable organization working towards a world where everyone has a safe and decent place to live. They mobilize volunteers and community partners in building affordable housing and promoting home ownership as a means to breaking the cycle of poverty. Visit HFH.org for more information.

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