



News Release

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FOR IMMEDIATE RELEASE

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A local family becomes homeowners as Landmark Group donates sixth home since 2011.

Edmonton, AB — For the sixth time since 2011 Reza Nasser, President & CEO, Landmark Group, has handed over house keys, this time to Sufiyan, Sophia and their children, who will buy the house from Habitat through an interest-free mortgage and down payment of 500 hours of sweat equity. Nasser was co-founder of Habitat Day in the Capital Region, a campaign which has resulted in 28 homes for hard-working families in the capital region. The family will be making their home in Edmonton's Millcreek community.

"It has been seven years since we started this special partnership with Habitat for Humanity and today we are very proud to present keys to another Edmonton family and our sixth donated home," said Reza Nasser. "Our core business is building homes, but with Habitat we are able to build hope. Landmark is committed to meeting housing needs at every income level and we are so proud to be partners with an organization that truly is changing lives of families and children in our community."

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 families.

"I am delighted to be part of a Habitat for Humanity presentation as creating affordable housing for the people of Edmonton, and all of Alberta, is so vitally important," said Denise Woollard, MLA for Edmonton Mill Creek. "Individuals and families' lives are better and futures are brighter when they have a place to call home."

"Reza and Landmark Group have laid a solid foundation for six families in the capital region," said Alfred Nikolai, President & CEO, Habitat for Humanity Edmonton. "The six donated homes will continue to have a life-changing impact on their children for generations to come."

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 the program is a “hand up,” not a handout.

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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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