



News Release

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For Immediate Release

December 18, 2014

Stony Plain family will be home for the holidays in home made possible by Sterling Homes and Habitat for Humanity.

Stony Plain, Alberta – Sterling Homes in partnership with Qualico took the lead role in providing a home to Habitat for Humanity for a Stony Plain family in need of affordable homeownership. Sterling Homes pledged to donate the home to Habitat during the 4th Annual Habitat Day in the Capital Region, and it is the third home donated to Habitat by a Qualico company.

Miles Kohan, VP, Sterling Homes, said, “Sterling Homes is thrilled to be presenting our second key to a well deserving family. Habitat for Humanity is truly a hand up not a hand out and all of us at Sterling and Qualico value our partnership with this charity. It is making a great impact on the affordable housing crisis in our communities. We understand that home ownership makes a huge impact on families giving a healthy sense of pride that spills into their communities. Sterling and Qualico are very pleased with our dedicated staff who are involved with Habitat’s team building initiatives, giving them an opportunity to work on site with habitat’s construction team as they build new dreams.”

The Government of Alberta continues to help Habitat address the need for affordable homeownership in the Province through continued support of the Habitat program.

“The Government of Alberta is committed to providing affordable housing options to all Albertans, and we know that this can only be achieved through strong partnerships,” said Jeff Johnson, Minister of Seniors. “We’re proud to support Habitat for Humanity Edmonton in their continued efforts to bring more home ownership to Alberta’s families.”

Alfred Nikolai, President & CEO, Habitat for Humanity Edmonton, says, “The stability that the Habitat program offers to families is transformational. Amanda and Sean and Devin will notice a big change once they move into their beautiful home and get set up. Their monthly mortgage payments will be less than their rent, and every

payment is equity for their family. The Habitat home ownership model works well, and will enable them to get back on their feet again.”

The “hand up” by Habitat for Humanity allows partner families to build equity in a home and to discover the sense of stability in living arrangements and conditions. The interest-free mortgage payments never exceed 25 percent of the families’ household income, which means more disposable income to spend on necessities and activities for the family. A requirement of the Habitat program is that families spend 500 hours of “sweat equity” into building their own home, the homes of their neighbours, or working in Habitat ReStores.

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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. In 2013, HFHE provided 81 families with Habitat homes. Visit HFH.org for more information.

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