



MEDIA RELEASE  
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**Generous home builders announce support of Habitat - five homes pledged to help capital region families.**

**Edmonton, AB** — For the fifth consecutive year, community and business leaders and dignitaries gathered to celebrate Habitat for Humanity's work in the capital region. Christenson Developments, Landmark Group of Builders, Dolce Vita Homes, Sterling Homes in partnership with Qualico, and Tristate Signature Homes announced that they would each provide a home for the Habitat program.

[Alfred quote]

In 2010 the three Habitat Day pioneers, Christenson Developments, Landmark Group of Builders and Rohit Group of Companies, recognized how the Habitat program transformed families' lives. Families pay an interest-free mortgage that is never more than 25 percent of their income, and each payment they build equity in their home. The Habitat Day luncheon has since blossomed with 24 homes donated through the annual campaign – these homes help parents to provide a bright future for their children.

Habitat's home ownership program would not be possible without the support of dedicated donors and volunteers. The sustainable Habitat program is contingent upon forward-thinking community leaders and the participation of the community at large – including donors and volunteers. Habitat relies on partnerships to serve families in need of adequate housing and is thrilled that local home builders have made Habitat Day in the Capital Region a huge success! The builder partnership has been significant in helping Habitat Edmonton to become the largest affiliate in Canada.

**About Habitat Day in the Capital Region**

Habitat Day in the Capital Region is Habitat for Humanity Edmonton's annual awareness campaign that celebrates the work of Habitat in our capital region communities. Each year, a group of capital region home builders makes a major announcement regarding their support of the Habitat program.

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**Contact**

Alfred Nikolai, President and CEO  
Habitat for Humanity Edmonton  
Ph: (780) 479.3566 | C: (780) 722.6164  
[anikolai@hfh.org](mailto:anikolai@hfh.org) | [HFH.org](http://HFH.org)