



MEDIA ADVISORY

Crystal Homes and Minto Communities (TORONTO) INC. Donate \$400,000 to Habitat for Humanity York Region's Home Building Fundraising Campaign.

RELEASE DATE: IMMEDIATELY – July 22, 2010

Crystal Homes and Minto Communities (Toronto) Inc. each presented a \$200,000 cheque to Habitat for Humanity York Region (Habitat York) on July 19th to be directed to Habitat York's Home Building Fundraising Campaign for local area families.

"Social responsibility is a cornerstone of our philosophy at Crystal Homes," said Kathy Di Silvestro, President of Crystal Homes. "We are proud to make this contribution as a part of our continuing efforts to make a difference in the community."

"Our business is all about bringing the dream of a brand new home to life for as many people as possible," adds Paul Rookwood, Senior Vice President of Minto Communities. "We are thrilled to support Habitat for Humanity's home building program in East Gwillimbury so that the dream of affordable homeownership is within the reach of even more families in the York Region."

The donations from Crystal Homes and Minto Communities (Toronto) Inc. will help Habitat York reach their goal of \$5.2 million to build 22 affordable, sustainable green homes by 2012. Habitat York's most recent home building project will support a family from Keswick. Charlene has struggled to find affordable, clean and safe housing for her family of six (6). Over the past several years the family has been homeless or has lived in a crowded, mouldy one-bedroom basement. Charlene has worked tirelessly as the family's sole supporter to provide them with a better life. Her excitement at finally having her dream realized is undeniable.

Charlene's story is just one of thousands of families in the Region. "Thanks to the generosity of donors like Crystal Homes and Minto Communities (Toronto), they will help two (2) York Region families' dream of home ownership come true," states Nancy Van Kessel, Executive Director of Habitat York. "Our corporate partners make a tremendous difference in our efforts to break the cycle of poverty here in York Region."

About Habitat York:

Habitat York builds simple, decent and affordable homes in partnership with the community and with the families who will own them. All homes are built almost completely by volunteers using building materials, land and money donated by individuals, businesses, and various community groups.

Families purchase their home from Habitat and make monthly payments on their no-interest mortgages over a period of 20 to 30 years. In addition, families are required to complete a minimum of 500 hours of "sweat equity" by volunteering to help build their own home, other Habitat homes or helping us in other ways. The Habitat approach provides families with a hand up, not a hand out.

Habitat for Humanity York Region is an affiliate of Habitat Canada since 2001, with our first home dedicated in 2002. Since then Habitat York Region has completed a total of 10 homes in York Region and 3 homes

internationally, and is currently engaged in its eleventh project; the initiation of its first LEED-certified build in Keswick, Ontario. To learn more about Habitat York please visit our website at www.habitatyork.ca

About Habitat for Humanity Canada:

Habitat for Humanity Canada was founded in 1985, consists of over 30,000 volunteers and 72 affiliate organizations from coast to coast, and is a member of Habitat for Humanity International which spans 93 countries, has built over 225,000 homes, and is now building a new home every 21 minutes. To learn more about Habitat for Humanity Canada, please visit the website: www.habitat.ca

About Crystal Homes:

Since 1988, Crystal Homes has been involved in everything from neighbourhood planning to community development to home building. Crystal homes are created with a combination of all the right things, incorporating the most desired features to make every home complete. Crystal's mission is simple: build the best home for your family, offer exceptional communities to live in, and work to exceed customers' expectations throughout the homebuilding experience. For more information, visit their website at www.crystalhomes.com

About Minto Communities (Toronto) Inc:

Since 1955 Minto's vision has been to create better places that inspire life. A fully-integrated real estate, development, construction and property management company, Minto has operations in Ottawa, Toronto and Florida. The company has built almost 70,000 new homes and apartments; manages more than 15,000 rental suites; owns and operates a four-diamond hotel; owns and manages 2.7 million square feet of office, retail and industrial space. Minto continues to comprehensively and systematically lower the environmental impact of its land development, construction and building operations. Sustainable living and giving back to the community both fit into its core value of making the world a better place.

For more information contact:

Katherine Alyea, Director of Fund Development, Habitat York
p: 905-868-8722 x26 e: katherine.alyea@habitatyork.ca

Marci MacEachern, Guidelines
p: 416-783-3311 e: Marci@guidelinesad.com

Gwen Cox, Director, Communications, The Minto Group
p: 613-782-3128 e: gcox@minto.com