

More than 150 women will build together homes for three families

Habitat for Humanity Québec launches its *Women Build 2015* campaign

(Pictures available upon request)

Montréal, 8 March 2015 – *Habitat for Humanity Québec* (HHQ) kicks-off its Women Build Québec fundraising campaign in partnership with Procter & Gamble. In honour of international woman's day, HHQ is promoting the presence of women in non-traditional trades by inviting them to participate on two of its construction sites.

Women Build gives women the opportunity to be involved in the planning and in the execution of construction projects. This year will be the second edition of Women Build Québec. In 2014, the initiative attracted 106 energetic women and raised \$170,000.

Pursuing its mission and piggybacking on last year's success, HHQ will increase its objective to mobilise 150 volunteer women, les "*Bâtisseuses*", to raise more than \$300,000 in donations and in sponsorships permitting three families to break the cycle of poverty. Every *Bâtisseuse* will have until 10 May, 2015 to collect a minimum of \$300 to ensure her participation in the construction of a bungalow in Saint-Eustache or a duplex in Saint-Henri in Montréal. The build will begin on May 11 and will continue for a period of 2 weeks and end on May 25, 2015.

These homes will be built for and by the people in the local communities. More precisely, HHQ will encourage 50 *Bâtisseuses* from the Lower Laurentians and 100 *Bâtisseuses* from the Montréal region to come together in a shared mission to fundraise and to build the homes for the respective (chosen) families.

"*Les Bâtisseuses* is an excellent opportunity to create solidarity and a strong social network in the communities and to favor the integration of the families in their new environment. The concept "Pay it Forward" is an integral part of the values of HHQ" explains Stephan Rotman, president of the Board of Directors of HHQ.

« Nous sommes heureux de nous associer de nouveau avec Habitat pour l'humanité, un partenaire important de l'Arrondissement afin que chacun de nos citoyennes et citoyens puissent avoir accès à un logement de qualité à un prix abordable. Avec cette collaboration, nous voulons faire avancer un peu plus la construction d'un duplex à Saint-Henri qui permettra à deux familles d'accéder à la propriété, elles qui ne faisaient qu'en rêver il y a quelque temps. J'espère que de nombreuses femmes du Sud-Ouest se sentiront l'âme d'une bâtisseuse et qu'elles mettront l'épaule à la roue pour la réalisation de ce magnifique projet », declares Benoit Dorais, mayor of the South-West district and leader of the second opposition group at the city hall.

A ground breaking ceremony with the presence of dignitaries will be held in the month of April to inaugurate the construction of a new duplex in the St-Henri neighborhood.

All women wishing to become a *Bâtisseuse* as well as all persons interested in contributing to the campaign are invited to visit our website at <http://www.womenbuildquebec.myevent.com/>.

About the program Women Build

Originally launched in 2001 in Calgary, the Women Build program provides women with an environment in which to develop new skills and a sense of accomplishment. This program promotes the involvement of women in the construction of Habitat homes by hosting build projects with the majority of the planning and execution undertaken by women volunteers. Since the beginning, this program has built over 60 homes all over Canada.

About Habitat for Humanity Canada

HHQ, the Quebec affiliate of Habitat for Humanity Canada (HHC), is a non-profit organization that believes that housing is a human right and strives for a world where everyone lives in an adequate home. This organization depends on the combined efforts of volunteers and partners to build affordable housing and promoting homeownership as a means to breaking the cycle of poverty. Since its founding in 1985, HHC has built more than 2 000 affordable homes for Canadians.

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