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Media Release

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DAYTONA HOMES DONATES A HOME IN A BEAUTIFUL ST. ALBERT COMMUNITY

Daytona Partners with Habitat for Humanity to Provide a Home to a Well Deserving Family!

Daytona Homes is proud to be part of Habitat Day which helps families break the cycle of living pay cheque to pay cheque by giving them a hand up in home ownership. On April 19th, 2011, Habitat for Humanity will celebrate its 2nd Annual Habitat Day in the Capital Region. The honourable Premier of Alberta Ed Stelmach, several capital region mayors, business leaders, and special guests will gather over lunch to raise awareness of Habitat's current work in the capital region, and honour the partners supporting the program this spring.

Daytona's corporate philosophy is sensitive to the importance a family's home plays in its overall well-being. Being a family-run business which has operated out of Edmonton since 1993, Daytona believes it is an honour to give back to a community that gave them so much. A home in Daytona's Terraces of Oakmont community in St. Albert will become the new residence for a Habitat family.

Habitat for Humanity is based on the concept of partnership housing, where volunteers and corporate groups help those in need to build safe homes. Habitat for Humanity Edmonton is a local non-profit organization whose mission is to mobilize volunteers and community partners in building affordable housing and promoting homeownership as a means to breaking the cycle of poverty. Since 1991, Habitat has built 400,000+ homes world-wide, 1,250 in Canada and 278 homes in the Edmonton region.

John McCaffray

VP of Housing

Daytona Group of Companies

For more information or to schedule an interview with John McCaffray, please contact Jamie Strynadka at: 780.638.4928 or email Jamie at jstrynadka@daytonagroup.ca.