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Habitat for Humanity Québec unveils new stores' name**

Montreal, October 18, 2022 – Habitat for Humanity Quebec unveils the new name of its stores. A major player of circular economy in the construction, renovation and decoration sectors. Habitat for Humanity Québec has decided to give its stores a new French name in order to accentuate its growth and highlight the link to Habitat for Humanities' mission. "Our primary mission is to change the lives of low-income families by helping them own a home," said Shirlane Day, Executive Director of Habitat for Humanity.

The mission of its stores is to give a second life to different construction materials, furniture and other used or unused goods, for the benefit of families in need. In order to have a name which aligns with this mission, from now on, the ReStores will be called **Magasin Habitat pour l'humanité**. It will also be an opportunity to unveil the organization's new development objectives for affordable housing in Quebec, in particular, the "**Humanity Fund**", established in September, which aims to raise \$5.3 million to help house 22 new families by 2026. "In the current context, affordable housing is a major issue for our society and Habitat for Humanity Québec wishes to play a leading role in supporting access to homeownership," said Claire Boulanger, Chair of the Board of Directors of Habitat for Humanity Quebec.

Various partners and elected officials will be present at this event.

**About Habitat for Humanity Quebec**

Habitat for Humanity Quebec is a charitable organization affiliated with Habitat for Humanity Canada (HHC). This non-profit organization aims to provide everyone with a decent and affordable home. This organization leverages the combined efforts of volunteers and partners to build homes that make achieving ownership easier for low-income families.

[www.quebec.habitat.ca](http://www.quebec.habitat.ca)

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**Information:**

Josée Gascon

Assistant Director Philanthropic Development and Communication

[jgascon@habitatqc.ca](mailto:jgascon@habitatqc.ca)

514-467-6971