



Swiffer helping celebrate 25 years of Habitat for Humanity's ReStore

\$1 being donated with every transaction at Habitat's ReStores until the end of the month

TORONTO, ON – Swiffer is helping mark 25 years of Habitat for Humanity's ReStore by donating \$1 for every ReStore transaction from October 17 to October 31, helping more families build strength, stability and self-reliance through affordable Habitat for Humanity homeownership.

"Since 2013, P&G and Swiffer have been strong supporters of Habitat for Humanity Canada and we couldn't be happier to partner again to help celebrate this landmark anniversary for Habitat ReStore," said Corinne Durieu, Communications Manager from Procter & Gamble Canada. "We encourage Canadians to visit their local ReStore and take part in this promotion, which is a step towards ensuring all Canadians have a safe and affordable place to call home."

With nearly 100 locations across Canada, Habitat for Humanity's ReStores are home and building supply stores that accept and resell quality new and used building supplies, home furnishing, appliances and décor. Habitat's ReStores accept donations of secondhand, overstocked and discontinued items, as well as salvageable building materials donated by manufacturers, stores, contractors and individuals. Proceeds fund Habitat for Humanity operations and homebuilding projects in communities across the country.

"Supporting Habitat for Humanity's ReStore means more families are able to partner with Habitat for Humanity, building strength, stability and self-reliance," said Mark Rodgers, President & CEO of Habitat for Humanity Canada. "We're so grateful that Swiffer has come on board to help us celebrate the 25th anniversary of Habitat's ReStore and that this promotion will encourage more Canadians to get out to their local store."

To provide additional incentive, Swiffer is also giving out a free Swiffer Duster with all purchases while supplies last.

The funds generated through this campaign will be used towards Habitat for Humanity Heartland Ontario's ongoing build on Forbes Street in Manor Park, London, ON. Once these homes are completed two more families partnering with Habitat will have access to affordable homeownership. The entire Manor Park project will house 17 Habitat families.

Habitat for Humanity's first ReStore was opened in Winnipeg, Manitoba in 1991. Today, there are almost 100 locations across Canada and almost 1,000 worldwide generating funds to support the work of Habitat for Humanity. It's estimated that Habitat's ReStores in Canada have been directly responsible for the construction of 1,200 Habitat for Humanity homes and in excess of 250,000 tonnes of material being diverted from landfills.

Visit www.habitat.ca/restore to find your nearest location.

About Habitat for Humanity Heartland Ontario

Habitat for Humanity Heartland Ontario brings together volunteers, donors and partner families to build homes and hope. Together, we have completed construction projects in Oxford, Middlesex, Elgin and Perth counties. We welcome your support to help us build simple, decent and affordable homes. Please consider a donation of funds, materials or your time.

About Procter & Gamble

P&G serves nearly five billion people around the world with its brands. The Company has one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Swiffer®, Tide®, Vicks®, Wella® and Whisper®. The P&G community includes operations in approximately 70 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

For more information please contact:

Habitat for Humanity Heartland Ontario

Sharon Brennan
General Manager Partnerships and Programs
519 455 6623 ext 231
sbrennan@habitat4home.ca

P&G/Swiffer

Corinne Durieu
Communications Manager
416-730-4087
Durieu.c@pg.com