



**MEDIA ALERT**  
**March 17, 2014**

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**LOWE'S AND HABITAT FOR HUMANITY TO BUILD HOME IN TIMES SQUARE**

*Lowes kicks off 'Hammers for Habitat' nationwide volunteer drive with wall-raising in 10 cities*

**NEW YORK** – Habitat for Humanity and Lowe's Heroes employee volunteers will team up with community volunteers and Habitat partner families this week to raise the walls of a new Habitat home in Times Square, March 19-21. More than 70 volunteers will work with Habitat for Humanity in Monmouth County to frame a house that will be transferred to Sea Bright, N.J., and completed in partnership with a family who lost its home during Hurricane Sandy. The event is one of 10 home builds taking place across the country to celebrate Lowe's longstanding partnership with Habitat for Humanity and kick off "Hammers for Habitat," a nationwide volunteer drive to mobilize 100,000 new Habitat volunteers this year in support of Habitat's goal of serving one million people annually by 2018. Builds are also taking place in Atlanta, Baton Rouge, La., Charlotte, N.C., Denver, Houston, Las Vegas, Los Angeles, Seattle and St. Louis.

Lowes recently renewed its commitment to Habitat for Humanity with a five-year, \$23.5 million donation that will bring Lowes's total contributions to more than \$63 million since 2003. Individuals interested in volunteering for future Habitat projects can sign up at the build or visit [Habitat.org/Lowes](http://Habitat.org/Lowes) to learn more.

**WHEN:**           **Wednesday, March 19**  
**9 a.m. – 4 p.m.** House construction

**Thursday, March 20**  
**9 a.m. – 4 p.m.** House construction

**Friday, March 21**  
**8 – 11 a.m.** Construction completed

**WHERE:**           Broadway Plaza in Times Square  
On Broadway between 42nd and 43rd streets

**OPPORTUNITY:** Photo and video coverage of the house framing and wall-raising. Representatives from Lowes's and Habitat for Humanity will be available to comment.

Ray Gabler, Habitat for Humanity Monmouth County director of operations  
Nancy Doran, Habitat for Humanity Monmouth County board president

Anthony Battle, Lowe's market director  
Lowe's Heroes employee volunteers  
Habitat for Humanity in Monmouth County future homeowner

### **About Habitat for Humanity in Monmouth County**

Habitat for Humanity in Monmouth County (HFHMC), serving Northeast and Western Monmouth County, is a newly merged affiliate of Habitat for Humanity with the mission to put God's love into action. The organization brings people together to build homes, communities, and hope and a vision of realizing a decent place to live. HFHMC seeks to eliminate sub-standard housing and help low-income families achieve the dream of homeownership through its service area. It works with communities to develop decent and affordable housing where people can live and raise their families. HFHMC currently services 83% of Monmouth County and includes the following towns and municipalities: Aberdeen, Allentown, Atlantic Highlands, Colts Neck, Deal, Eatontown, Englishtown, Fair Haven, Farmingdale, Freehold Borough, Freehold Township, Hazlet, Highlands, Holmdel, Howell, Keansburg, Keyport, Little Silver, Long Branch, Manalapan, Marlboro, Matawan, Middletown, Millstone Township, Monmouth Beach, Morganville, Ocean Township, Oceanport, Red Bank, Rumson, Sea Bright, Shrewsbury Township, Tinton Falls, Union Beach, and West Long Branch. In 2013, the affiliate hosted a Jimmy and Rosalynn Carter Work Project site in Union Beach to continue Sandy Relief projects in the area. The combined affiliate has built 39 new homes and assisted over 80 families in Sandy related projects in Monmouth County.

### **About Lowe's**

Lowe's supports the communities it serves through programs that focus on K-12 public education and community improvement projects. The company's signature education grant program, [Lowe's Toolbox for Education](#)<sup>®</sup>, has donated more than \$38 million to 8,000 K-12 public schools, benefiting more than 5 million schoolchildren. [Lowe's Heroes](#) employee volunteers support local community projects and our national nonprofit partners such as [Habitat for Humanity](#), [Rebuilding Together](#) and the [American Red Cross](#). Since 2007, Lowe's and the [Lowe's Charitable and Educational Foundation](#) together have contributed nearly \$200 million to improve communities in the United States, Canada and Mexico. To learn more, visit [Lowe.com/SocialResponsibility](http://Lowe.com/SocialResponsibility) and [LoweInTheCommunity.tumblr.com](http://LoweInTheCommunity.tumblr.com).

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