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## MEDIA RELEASE

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### **Insta-Insulation Donation will help Habitat for Humanity Niagara homebuilding project**

**Port Colborne, ON** – The Rotary Club of Port Colborne Centennial’s partnership with Habitat for Humanity Niagara to build the organization’s first Adopt-a-Home in Port Colborne to help a local in-need family has created tremendous community support.

Now, the latest donation will help the future homeowners save on their energy costs.

Insta-Insulation, a company that provides insulation services across Southern Ontario, including Niagara, is donating the installation of spray-in-place foam insulation in Habitat for Humanity’s latest build at the corner of Highway 3 and Highway 58 in Port Colborne. It’s expected the donation will translate to a monthly savings of approximately \$100 in heating costs for the future Habitat homeowners, compared to heating costs if traditional insulation was used.

“Habitat always attempts to make their homes ‘affordable’ for future homeowners, including energy efficient building practices. Habitat’s programs are about tearing down walls and building bridges, helping families thrive in a host of areas such as creating a sense of belonging, equality, capability and independence as homeowners. When organizations step forward, like Insta-Insulation, a house built by a community can quickly become a home for a local family in need,” said Alastair Davis, CEO at Habitat for Humanity Niagara. “We are always grateful for the support we consistently receive from our community; our reward is the change we can make in the lives of local families.”

“Polyurethane spray-in-place foam insulation is the new generation of home insulation and will result in significant energy savings that the family living in the Habitat for Humanity build in Port Colborne will benefit from over the long term. By making this donation, we hope to demonstrate to homeowners across Niagara about the energy cost savings and the environmental benefits that result by the move away from traditional use of fiberglass insulation,” said Alex Schuts, President of Insta-Insulation. “The long-term energy savings by

installing foam insulation are substantially higher than using traditional fibreglass insulation and result in a major return on investment.”

“As part of Rotary’s commitment to servicing community initiatives, they are pledging to help raise awareness and funds for the future build in Port Colborne. Community donations of gift-in-kind materials and funds continue to support this upcoming Habitat for Humanity Niagara build, which will utilize volunteers to build a home for a local family in need,” Alastair Davis said. “For years, Habitat’s work has allowed us to see incredible things happen, when people build a home - even more incredible is seeing how home builds people. Because when people have access to affordable, suitable, adequate housing in all its forms—from Habitat homes to public housing units—their lives improve 100%. You and your business, no matter the size, can support the building of better communities throughout Niagara. That support is called, ‘a hand up, not a hand out,’ because your resources and good company name work together with Habitat to build houses, communities and stability. Get involved and make a difference here in Niagara.”

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## **Backgrounder**

### **About Habitat for Humanity**

Habitat for Humanity is a non-profit, charitable organization dedicated to improving the lives of economically disadvantaged persons through home ownership with the belief that decent, affordable housing is a basic human need. Established locally in 1993, Habitat has constructed 19 houses in Niagara. Habitat for Humanity is a non-profit, faith-based organization dedicated to the elimination of substandard housing worldwide. The houses are sold at cost, with no-interest loans to partner families who contribute 500 hours of volunteer labour called “sweat equity”.

Habitat invites people of all backgrounds, races and religions to build houses together in partnership with families in need. Through volunteer labour and donations of money and materials, Habitat builds simple, decent houses with the help of the homeowner (partner) families. The homeowner’s monthly mortgage payments are used to build still more Habitat houses. Habitat is not a giveaway program. In addition to monthly mortgage payments, homeowners invest hundreds of hours of their own labour – sweat equity – into building their Habitat house and the homes of other partner families.

### **About Insta-Insulation**

Insta-Insulation has been serving the insulation needs of clients across Ontario for over 12 years. The company’s reputation for fast, dependable service and high-quality products has made them popular with the construction industry. Insta-Insulation is the official insulation company for The Holmes Group and has worked alongside Holmes on Homes on several projects across the province. The Insta-Insulation team has completed everything from small attics to large health care facilities and more. They specialize in WALLTITE® spray-in-place polyurethane foam insulation and are skilled applicators of sprayed air

and vapour barriers, coatings, sheet membranes, and all types of fireproofing. The company provides fibreglass and blown cellulose for attics and wall applications.

Benefits: There are many benefits to WALLTITE® spray foam insulation including:

- It can be installed in an efficient and effective manner.
- Reduces allergies with cleaner air.
- The product creates a total seal and does not sag or settle.
- Spraying the material into crevices allows for a tighter fit and seal.
- Improves comfort by eliminating drafts and increases temperature consistency in the home.
- Effective for both new construction and renovations.
- Spray foam insulation is extremely energy efficient so savings on energy costs means an excellent return on investment.
- Is non-toxic, non-carcinogenic and requires no special health warning labels.
- WALLTITE® will last the lifetime of the building

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