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For Immediate Release

**Habitat for Humanity Canada CEO to visit Bracebridge  
Meet-and-greet with Mark Rodgers to kick-off local Habitat build season**

**BRACEBRIDGE, ON** – Recognized as one of the Canadian social sector’s top 25 most influential leaders, Habitat for Humanity Canada national president and chief executive officer Mark Rodgers is on tap for an upcoming meet-and-greet with Muskoka community leadership as Habitat kicks off its local build season.

The June 15<sup>th</sup> event at Kerr Park Chalet in Bracebridge is intended as “a celebration of the end of a long winter of planning,” says local Habitat chief David Morris, “and the getting on with serving families.”

Habitat Ontario Gateway North expects to break ground mid-June on semi-detached homes in Huntsville, the organization’s first housing start of the season. A second project in late July will see four-unit row housing built in Bracebridge.

“Since taking the helm of Habitat Canada in 2014, Mark Rodgers has been driven by a passion to serve Canadian families,” Morris says, “and he’s tireless in driving that passion across our organization.” Providing decent, basic housing for eleven families this year is a “ratchetting up” of Habitat Gateway North’s game, Morris says, even while it makes plans for 17 more families next year. “We’re thrilled to have Mark join us and the local community as we kick-off the build season.”

As head of Habitat Canada, Rodgers oversees a federation of 58 independent local Habitat organizations, including Habitat for Humanity Ontario Gateway North. In addition to a Ph.D. in organizational behaviour, his background in the not-for-profit sector includes staffing or consulting roles with organizations such as World Vision Canada, Cystic Fibrosis Canada and the Mendelssohn Choir.

Habitat’s “hand-up, not a hand-out” housing program allows selected hard-working families that wouldn’t qualify for a conventional bank mortgage to purchase decent, basic homes at fair market value under an interest-free mortgage. The purchase comes only after the family has invested 500 hours of voluntary ‘sweat equity’ with Habitat or in approved community service. Once a year, mortgage payments are re-aligned to the family’s annual income.

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**If you would like to be included on the guest list for the event, please contact Hilary Kellam at [hilary@habitatgatewaynorth.com](mailto:hilary@habitatgatewaynorth.com) or (705) 646-0106 ext. 205.**

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