

## **REALTORS® “LIST” THE TASTIEST HOME ON THE MARKET**

***The Association of Regina REALTORS® Inc. and REALTORS® inspire Canadians to donate towards its Gingerbread Dream Home to help families this holiday season***

**NOVEMBER 16, 2017** – The Association of Regina REALTORS® Inc. (ARR) and The Canadian Real Estate Association (CREA) are working together to inspire Canadian families to donate towards local building projects and help those in need. By visiting [GingerbreadDreamHome.ca](http://GingerbreadDreamHome.ca), Canadians can experience the value of a REALTOR® while touring a virtual “life-sized” Gingerbread Home and make a donation towards local HABITAT FOR HUMANITY projects.

In the month leading up to the holidays, REALTORS® are “listing” a Gingerbread Dream Home on REALTOR.ca. The campaign features a “life-sized” virtual Gingerbread Home complete with candy chandeliers, ice cream sandwich couches among other sweet details. CREA developed the campaign as a charming example of how a REALTOR® helps when buying or selling a home – no matter the client or neighbourhood. While this house may be powered by holiday-spirit, the real ask is for Canadians to donate and contribute to making the dream of home ownership come true for a working, low-income family in their region.

“As REALTORS® we understand the value and importance people place on owning a home more than anyone,” said Jason Cossette. “During the holiday season, we’re reminded of the special heart-felt meaning of “home” and wanted to inspire Canadians to donate and help another family get a permanent foothold in their community.”

To learn more, Canadians across the country are invited to visit [GingerbreadDreamHome.ca](http://GingerbreadDreamHome.ca) between November 16th and December 13th to tour the Gingerbread Home and donate towards the gift of a “home.” Individual’s donations will go directly to their local Habitat to help build more affordable homes for local, working-low income families. For more information, visit [@CREA.ACI](https://www.facebook.com/CREA.ACI) on Facebook or [@CREA\\_ACI](https://www.instagram.com/CREA_ACI) on Instagram.

### **About The Canadian Real Estate Association**

The Canadian Real Estate Association (CREA) is one of Canada's largest single-industry trade associations, representing more than 125,000 REALTORS® working through some 90 real estate Boards and Associations.

Further information can be found at [www.crea.ca](http://www.crea.ca)

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### **About Habitat for Humanity GTA**

Habitat for Humanity Greater Toronto Area is the National partner with CREA and individual donations will go directly to their local Habitat and will be spent in the community in which they’re made.

Habitat for Humanity GTA is a non-profit housing organization that brings communities together to help working, low-income families build strength, stability and independence through affordable homeownership. With the support of donors and volunteers, we build homes alongside partner families in Toronto, Brampton, Caledon, and York Region. Since 1988, Habitat for Humanity GTA has built more than homes for more than 360 families, including over

1,000 children. Habitat GTA is one of more than 1,400 Habitat for Humanity affiliates worldwide sharing a common vision and social purpose.

To learn more about Habitat for Humanity GTA's Homeownership program, visit [www.habitatgta.ca/homeownership](http://www.habitatgta.ca/homeownership).

Further information can be found at [www.habitatgta.ca](http://www.habitatgta.ca)

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