



## FOR IMMEDIATE RELEASE:

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## Is a \$2 Donation 2 Wild of an Idea 2 Become \$2.2M?

**SPRAGUE, MB.** Inspired by The Little Engine That Could, a small volunteer group from Southeast Manitoba has taken action towards resolving a problem that has affected many residents of that portion of the province. A significant lack of quality senior housing in the Rural Municipality of Piney has forced many to leave an area they have grown to love and in which they have spent their entire lives. Taking the "I think I can" approach, East Borderland Community Housing (EBCH) looks to make it to the top of a fundraising mountain and accomplish goals that were set nearly 3 years ago.

Marvin Hovorka, Municipality Reeve emphasizes, "There is no facility that provides supportive housing for the unusually high senior's population that exists in this part of Manitoba." With the small rural population of 1700 and average household earnings of \$29,000, it has been possible to raise about 10% of the money locally. Now with the perseverance of the Little Engine, EBCH has started the 2.2.2 Project, nicknamed such because of the frequent occurrence of the number two, bringing with it dreams of reaching far beyond the borders of the RM of Piney.

EBCH's hopes are anchored in a bold and innovative plan advanced by the local regional health authority. The plan proposes to build 15 elderly person's units along with 20 personal care/supportive housing beds to be added to an already existing primary health care centre. The regional health authority is responsible for funding the personal care home and supportive housing units. EBCH is responsible for raising the \$2.2 million for affordable housing units.

The 2.2.2 Project kicks off on the 22<sup>nd</sup> day of the 2<sup>nd</sup> month when the general public worldwide will be given an opportunity to begin making donations. Suggested amounts are any denomination of 2 such as \$2, \$22, \$222 or, given the optimism of this group, even \$2.2 million. Donations may be mailed to: EBCH, P.O. Box 207, Sprague, Manitoba R0A 1Z0. Donors may also visit the organization's website at [www.ebch.ca](http://www.ebch.ca) or [www.canadahelps.org](http://www.canadahelps.org), Canada's non-profit donor site, which is responsible for dispersing over \$50 million to Canada's 83,000 charities.

"Community volunteers have worked tirelessly to complete thousands of personalized letters, asking for donations worldwide." says Elsa Laing, EBCH chairperson. "The donor names and origins of these life-changing donations will be recorded in a commemorative book to be displayed at the new facility."

The 2.2.2 project gives caring people near and far the opportunity to partner with this can-do group in seeing the top of the mountain in the rear view mirror.

*East Borderland Community Housing (EBCH) is a not-for-profit registered charity, formulated in early 2005. It consists of a group of over 250 members from which a volunteer board of directors is elected. EBCH's focus is to raise all monies required to fund, build and operate the Elderly Persons' Housing (EPH) units. These units will be affordable and available to all seniors and disabled persons, without restriction as to socio-economic status, who reside in the communities covered by East Borderland Community Housing Inc. (EBCH).*

*Picture credits: Front: Rural Municipality of Piney Reeve, Marvin Hovorka, presents Elsa Laing, EBCH Chairperson, with a check for the amount of \$2,222 as a kickoff to Project 2.2.2. Background: R.M. of Piney Council members.*

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