



FOR IMMEDIATE RELEASE
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Celebrate Earth Week with Habitat for Humanity

North Fort Myers, FL; April 19, 2010 – Turn your trash into someone else's treasure by recycling gently used items to Habitat's North Fort Myers Thrift Store, located at 1288 North Tamiami Trail. By donating your furniture, appliances, electronics, clothing and construction materials, we can cut landfill waste and preserve the life of reusable items. This small change can help us create greener generations to come. Plus, all proceeds from Habitat's Thrift Store go back into building houses in the community. On Thursday, April 22nd, help Habitat celebrate the 40th anniversary of Earth Day with a 25% discount off everything in the Thrift Store!

Make an even bigger impact by participating in Habitat's Cars For Homes program. Recycle a junk car, truck, boat, motorcycle or RV into decent, affordable housing by donating it to Habitat for Humanity! Each year the steel industry recycles more than 14 million tons of steel from end-of-life vehicles. This is equivalent to nearly 13.5 million new automobiles! Help us cut down on landfill waste and save our natural resources by calling **(239) 652-0434** or visit our website at www.habitat4humanity.org. Also, when you donate your car, your vehicle donation may be eligible for tax deduction purposes if you itemize! (Consult the IRS or your tax adviser for details.)

Habitat for Humanity of Lee County is a non-profit organization dedicated to eliminating substandard housing in Lee County. So far, Habitat has built more than 1000 homes in Lee County since 1982. Through the use of volunteer labor and donations of money and materials, Habitat builds simple, decent housing for families who otherwise could not afford it. **Homes are sold to the homeowners at no profit on an interest-free mortgage**, making homeownership an affordable reality.