



## **HABITAT FOR HUMANITY WELCOMES VOLUNTEERS FROM FRESH & EASY NEIGHBORHOOD MARKET FOR A DAY OF BUILDING HOPE & GIVING BACK**

### ***Volunteers Will Help Build Homes for Local Families in Need***

Los Angeles, CA – May 10, 2010: Volunteers from [Fresh & Easy Neighborhood Market](#) will swap out their reusable bags for tool belts and hardhats as they help [Habitat for Humanity of Greater Los Angeles](#) (HFH GLA) build ten affordable homes in Lynwood, California this week. HFH GLA relies on volunteer labor and support from local businesses to complete its mission of making safe, decent, affordable housing a matter of consciousness. Fresh & Easy has been a long time supporter in Los Angeles, generously providing meals to volunteers at various build events and on Tuesday, May 11<sup>th</sup>, executives and staffers will give a day of a service to help build homes.

“We are so excited to have volunteers from Fresh & Easy come out and build with us because they are such a giving organization,” said Erin Rank, President and CEO, HFH GLA. “We value their support greatly and look forward to them experiencing the love that goes in to these homes as they build alongside our amazing partner families.”

Fresh & Easy volunteers will build on Tuesday, May 11<sup>th</sup> from 8 a.m. to 12:30 p.m. performing a variety of tasks from framing to dry walling. Habitat for Humanity crew leaders will assist volunteers safely as they learn the skills necessary to help construct ten new homes currently underway in Lynwood. The homes are being built to LEED® Silver certification, which significantly reduces utility costs for Habitat homeowner families. These Habitat for Humanity homes will be the first LEED® certified homes built in the City of Lynwood.

“Fresh & Easy understands the importance of giving back and we are all really excited about stepping out of our comfort zone for this unique day of service,” said Remco Waller, CFO, Fresh & Easy. “Having the opportunity to give back in such a tangible way is a great gift and one I look forward to sharing with our entire team.”

(more)

Los Angeles continues to rank last in housing affordability in the U.S. and by taking steps to build wisely, Habitat for Humanity is not only making homeownership a reality for hard-working, low-income families, the organization is making it even more affordable than ever before. HFH GLA provides a hand-up, not a hand out to low-income families by partnering with them to build their homes. Qualifying families agree to complete 500 hours of “sweat equity” and to pay back a zero-interest mortgage. For more information about Habitat for Humanity homeownership and volunteering, please visit [www.habitatla.org](http://www.habitatla.org).

**Habitat for Humanity of Greater Los Angeles** strives to eliminate poverty housing through advocacy, education and partnership with families in need to build simple, decent, affordable and sustainable housing. Since 1990, HFH GLA has built and renovated over 600 homes locally and worldwide, transforming the lives of hundreds of individuals. HFH GLA is a GuideStar® Valued Partner. For more information, visit <http://www.habitatla.org> or call 310-323-4663. Visit our blog at <http://buildingagreaterla.blogspot.com>

**About Fresh & Easy Neighborhood Market**

Fresh & Easy currently operates more than 150 stores in California, Arizona and Nevada. In addition to fresh, high-quality prepared meals and produce, Fresh & Easy offers everyone’s favorite national brand products and household items, all at unbelievably low prices. All fresh&easy brand products contain no artificial colors, flavors or added trans fats and use preservatives only when absolutely necessary.

On average, Fresh & Easy stores use 30% less energy than a typical supermarket, which helps customers save money – and also helps the environment. At its distribution center in Riverside, CA, the company invested \$13 million in a solar roof installation, which at 500,000 square feet is one of California’s largest.

Fresh & Easy opened its first LEED (Leadership in Energy and Environmental Design) Gold certified store last year and is a pilot member of the LEED Volume Certification Program, demonstrating its commitment to build sustainable buildings. The company has also voluntarily joined the California Climate Action Registry and The Climate Registry to disclose its greenhouse gas emissions.

More information regarding Fresh & Easy Neighborhood Market can be found at [www.freshandeasy.com](http://www.freshandeasy.com).

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