



1702 Taylors Lane· Cinnaminson, NJ 08077
www.habitatbcnj.org· 856-303-8080

A PUBLICITY COMMUNIQUE FOR IMMEDIATE RELEASE

Drink Sprite, Build Homes



Cinnaminson, NJ--

Habitat for Humanity International has teamed up with Sprite to help create awareness and raise money for the nonprofit affordable housing program.

The "Tabs for Habitat" campaign was launched at the beginning of April, offering Sprite and Sprite Zero drinkers the chance to participate in the efforts to raise money for Habitat for Humanity's international efforts. Sprite has agreed to donate 10 cents for every green can tab mailed in before the program deadline of May 30, 2010. With a guaranteed donation of at least \$250,000, Sprite has whole-heartedly joined to support the mission of Habitat.

To participate in the "Tabs for Habitat" campaign, Sprite and Sprite Zero drinkers are encouraged to save the green tabs before recycling their specially marked cans. The Burlington County Affiliate encourages local schools to help increase Habitat's efforts to reach 5 million tabs; resulting in a donation of \$500,000 from Sprite.

To join Habitat for Humanity and Sprite drinkers nationwide, submit the green tabs to the Burlington County Affiliate in Cinnaminson, NJ by May 20th or mail in a padded envelope to: Sprite Tabs for Habitat at P.O. Box 51412, Knoxville, TN 3795. Sprite must receive all tabs prior to May 30, 2010.

For more information about the "Tabs for Habitat" campaign, visit www.spritetabsforhabitat.com. To learn how you can support your local affiliate of Habitat for Humanity, visit www.habitatbcnj.org.

Habitat for Humanity is an ecumenical Christian organization whose mission is to eliminate poverty housing and make decent shelter obtainable for all. Habitat promotes homeownership by building and reconstructing houses with volunteers and families eligible for assistance.

###

Release Contact: Caitlin Watterson, Public Relations & Procurement Coordinator
Phone: 856-303-8080 ext. 215 · Email: caitlinwatterson@habitatbcnj.org
