

A Big Week for Canada's Biggest Non-Profit Housing Developer Options for Homes

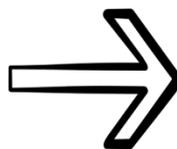
TORONTO, November 21, 2016 - Options for Homes will mark National Housing Week (Nov 21-25) with two big events – a condo ground breaking, and a new image for its brand.

On November 23, Options for Homes will host a ground breaking ceremony for the 275 purchasers of its most recent condo community, The Village by Main Station, in East York. Also in attendance, will be Councillor Mary-Margaret McMahon (Ward 32, Beaches), and MPP Arthur Potts (Beaches-East York).

Options for Homes is Canada's largest non-profit home ownership housing developer, and has delivered 3025 homes locally - 525 this year and next. Over 6000 households, ready for home ownership, are currently waiting to buy a quality home through Options. Options is thankful to the City of Toronto, and the Government of Ontario for the longstanding partnership, and hopes to increase support in 2017 to fulfill this need.

"We're very excited that Options for Homes is bringing their "Pay-it-Forward" model to Beaches-East York, with a truly significant development of 275 new homes. Our government is proud to support with over one million dollars in provincial funding to provide innovative solutions to our province's affordable housing shortage, and Options' 22 years of experience bode well for the project's success. Thank you for coming to our community, we are looking forward to many years of partnership ahead," says MPP Arthur Potts.

The City of Toronto is providing \$1.93 million in federal/provincial additional funding for up to 90 down-payment assistance loans for this initiative. The loans make it easier for low and moderate-income households to become home owners. Excited about this advancement, Councillor McMahon said, "Options is an important partner in our work to provide more affordable housing opportunities to residents."





It **is** possible.

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In addition to hosting a ground breaking, Options is also proudly refreshing its image after 22 years of service. CEO of Options, Heather Tremain says, “Clients and partners describe Options as welcoming, open, helpful, trustworthy, stable and nurturing. We felt that it was time for our brand to better reflect these attributes, as well as our maturity as we’ve grown more fully into our mission. The transformation and potential, symbolized by our previous butterfly logo, has been realized.”

About Options for Homes: Options for Homes is Canada’s largest private non-profit delivery agent of affordable home ownership. Now in its 22nd year, Options creates ownership opportunities for more people by providing purchasers with down payment assistance from the equity in their unit (normally the developer’s profit). Since the first development in Toronto’s Distillery District, Options and its affiliates have created homes for over 6,600 households using a unique housing model that does not rely on government assistance. Options for Homes is about to break ground on two new projects in Toronto that together will enable 525 families to own their own homes.

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For more information about Options for Homes visit www.OptionsForHomes.ca