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**FOR IMMEDIATE RELEASE**

## **Siouxland Habitat for Humanity Announces Stud-of-the-Month Fundraiser**

Siouxland Habitat for Humanity, cheekily, announces their newest fundraiser: Stud of the Month Wall Calendar.

Like many local nonprofits coping with the impact of COVID-19 on essential fundraising, Habitat made the pivot to a more COVID resilient fundraiser in the form of a wall calendar. "Once the decision to cancel BaconFest was made we had to come up with alternative plans.

It takes approximately 300, 2" x 4" x 8', studs to build one Habitat Home. Since framing studs are such a crucial part of a home we decided to expand on a beloved friend/awareness raiser, Sponsor-a-Stud", explained Anne Holmes, executive director of Siouxland Habitat for Humanity.

Businesses decorated studs incorporating their logos, autographs, inspirational messages, and artwork. They then posed with their creation to become featured as a Stud of the Month. Like Sponsor-a-Stud the calendar sponsors will be invited to our next Habitat home build, prior to installing the sheetrock, so they can meet the future homeowners and see the placement of their customized studs. Stud sponsors leave the event feeling a connection to the house and the family. The family experiences the support of the community.

"We are especially grateful to our presenting sponsors Hard Rock Hotel and Casino – Sioux City, and Seaboard Triumph Foods. Not only did Hard Rock come on as a financial sponsor they lent us the talents of their marketing team and their concert photographer, Britton Hacke. Along with nine other sponsors is Kruse Chiropractic who came onboard at the Trimmer Stud level", said Holmes.

"This year's calendar also features our Volunteer of the Year, Charese Yanney. Look for her as our January "Calendar Girl". Stud of the Month is only the first of a few pandemic resilient fundraisers you can expect to see hosted by Siouxland Habitat for Humanity", stated Holmes.

Calendars, priced at \$20, will be available at Kruse Chiropractic, the Rock Shop at Hard Rock Hotel & Casino, Habitat's ReStore and from Siouxland Habitat board members.

*Siouxland Habitat for Humanity, founded in 1992, is an affiliate of Habitat for Humanity International – a Christian housing ministry. Families and individuals in need of a hand-up partner with Habitat for Humanity to build a place they can call home. Habitat homeowners help build their own homes and pay an affordable mortgage. Through shelter, we empower.*

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### **Siouxland Habitat for Humanity Mission**

*Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities, and hope.*