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## **Charm City Cakes at Habitat for Humanity Montgomery County's ReStore Grand Opening**

**ReStore Grand Opening Celebration on Saturday, September 25, 2010  
533 Foundry Road, West Norriton, PA**

**West Norriton, PA – August 20, 2010** – Chef Duff and the rest of the gang at Charm City Cakes (from the Food Network's "Ace of Cakes" show) will be creating an amazing one-of-a-kind cake that will be viewed (and eaten) at the Habitat for Humanity Montgomery County ReStore Grand Opening on Saturday, Sept. 25<sup>th</sup>.

The design of the cake is being kept secret, but it will be in line with the theme of the day which is the grand opening of the ReStore and new Habitat affiliate offices.

"The unique design of the cake -- whatever it will be -- symbolizes the unique opportunity the ReStore provides to our affiliate. Through the sale of the donated items in the store, we'll be able to expand our operations in Montgomery County, providing more homes for families currently living in substandard -- and often deplorable -- conditions," says Carl Friedman, President of Habitat for Humanity of Montgomery County's Board of Directors. "We'll be coming ever closer to our ultimate vision of eliminating poverty housing in our county. This Grand Opening represents the start of a new phase in our affiliate's life."

The ReStore – the ultimate home improvement thrift store – is a retail outlet that sells donated and surplus building materials, home appliances and furniture to the general public for a fraction of their value. There are three primary benefits of the ReStore:

- 1) Additional Habitat home construction – all profits from the ReStore go directly back into our organization, helping us sustain our own operating costs, and, eventually, additional home construction for families in need.
- 2) Affordable home-improvement items – items at the ReStore are sold for a fraction of their retail value, helping those in lower income brackets.
- 3) Environmental Impact – approximately one pound of materials is saved from going into the waste stream for every dollar in sales.

Besides the Charm City cake, the grand opening event will feature home improvement clinics, a kids build ( kids age 5 -12 build birdhouses – sponsored by the Plymouth Meeting and King of Prussia Home Depots) and kid's area, a college building competition, a penny social auction (including gift certificates, home items, and

autographed Philadelphia professional sports team paraphernalia), a free picnic and a ribbon-cutting ceremony.

To date, monetary and in-kind sponsors for the event include My School Lights, Custom Fitted Entertainment, Penn Liberty Bank and Andrew R. Avellan of AXA Equitable. “We are grateful for the generosity of local businesses and appreciate the opportunity for partnership,” says Linley Kirkwood, Community Outreach Coordinator. There are still sponsorship opportunities available.

Since 1989, the Montgomery County affiliate has sought to eliminate poverty housing by providing simple, decent, affordable houses for people in need. Habitat offers “a hand up, not a hand out” to hardworking families who otherwise would be unable to experience the dream of owning their own home. In its 21-year history, this Habitat for Humanity affiliate has completed 49 homes, which have housed 181 individuals (including 123 children) in the county and were sold to qualified families based on the principles of no-interest and no-profit. The ReStore, which opened in May of this year, is open for business on Fridays from 9am to 5pm and Saturdays from 9am to 2pm.

For more details, call HFHMC at 610-278-7710 or visit [www.habitatmontco.org/grandopening.html](http://www.habitatmontco.org/grandopening.html)

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