

Athens Area Habitat for Humanity

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FOR IMMEDIATE RELEASE

(Athens, GA, 19 January 2016) — Athens Habitat for Humanity is raising money to build houses in an unusual way — by giving away building materials.

From Tuesday, January 19th, through Saturday the 23rd, the Habitat ReStore at 532 Barber Street in Athens is opening up its building and construction supply department for customers to take whatever they need, in exchange for a donation of their choice.

“Sinks, tubs, countertops, lumber, light fixtures, it’s all included,” says Habitat executive director Spencer Frye. “We’re overstocked and we’re renovating the store, so we need the room. You never know what you’ll find. There’s even a pair of gable ends back there. And we’re letting customers decide what it’s worth to them.”

The donation sale is part of a larger effort to reorganize and modernize the store. “But don’t worry,” says project leader Paul Farr, an independent contractor from the Athens-based marketing firm EJM who’s directing the renovation, “the essential character of the store won’t change. It’s still going to be the place to find cool and unusual items you don’t see elsewhere, and to get the best prices on clothes, books, music, and furniture. It’s just going to be a lot easier to find what you’re looking for.”

All proceeds from the Habitat ReStores are used to fulfill Habitat’s mission to provide affordable housing for families in Clarke and Oconee Counties.

According to director Frye, response to the renovation has been overwhelmingly positive, and response to the donation sale is expected to be high. “I’ve got people literally coming up to me on the street and saying how much they like the changes, so we’re very excited about that. We’ve done some pretty aggressive discounting to make room for the renovations, and we’re going to continue with discounts and sales even after the big donation sale, which I think our customers are really going to like.”

The Athens ReStores on Barber Street and Atlanta Highway are among the few “everything stores” operated by Habitat for Humanity, meaning they sell large items like furniture and building materials as well as small items like housewares, clothing, books, and music.

“We serve everybody here,” says store manager John Joiner. “We have many regular

customers who walk here from their homes, several religious and educational organizations who rely on us for furniture and other supplies at a price they can afford, as well as some customers who come from as far away as Alabama and Tennessee to get deals on special items we advertise in social media.”

The donation sale will run through Saturday, January 23rd, or until all eligible merchandise is taken. “Everything in the building supply area and everything outside, it’s all part of the sale,” says Frye, “but I recommend coming in sooner rather than later, that’s when you’ll find the best stuff.”

According to project leader Farr, renovating a store while keeping it open 6 days a week isn’t easy. “The customers have been great, though, they’re rolling with us and giving us their support.” Renovations are expected to be complete by the end of January.