



*A world where everyone has a decent place to live.*

## **Urban Floor to Supply New Habitat for Humanity of Greater Los Angeles Homes with Flooring**

Los Angeles, CA (April 12, 2016) – Urban Floor, a producer of stylish and quality hardwood floors, has donated European Oak wood flooring and moldings to Habitat for Humanity of Greater Los Angeles (Habitat LA) as part of a gift-in-kind partnership now in its second year. This donation, totaling 9,000 sq. feet, will provide flooring for approximately nine Habitat LA homes.

“At Urban Floor, we’re always striving to do better for our customers, company, employees and community,” says Rachel Rueda, Vice President of Urban Floor. “One of the ways that we do this is by partnering with Habitat LA, our number one charity of choice, and making a product donation that will help them carry out their mission of building decent, sustainable and affordable homes.”

Volunteer labor and donated products and services keep construction costs down for Habitat LA and home prices affordable for hardworking, low-income homebuyers in greater Los Angeles. In addition to positively impacting Habitat LA’s bottom line, Urban Floor’s donation of wood flooring provides enhanced stability, as well as resistance to daily wear and tear, that will benefit Habitat LA homeowners for years to come.

“We are extremely grateful to have the support of Urban Floor, a locally based company that has provided us with another generous flooring donation,” says Erin Rank, Habitat LA President and CEO. “Their partnership will allow us to provide nine families with beautiful flooring while also saving us thousands of dollars in construction costs that can instead be invested into building homes for more families.”

Habitat LA also embraces green building practices such as the use of environmentally-friendly building materials. Urban Floor’s flooring is manufactured from a minimal amount of wood harvested from an ecologically well-managed forest.

For more information on partnering with Habitat LA through product or service donations, please contact Patrick Sunpanich, Gift-In-Kind Manager, at [psunpanich@habitatla.org](mailto:psunpanich@habitatla.org) or 424-246-3633.

### **About Habitat for Humanity of Greater Los Angeles**

Habitat for Humanity of Greater Los Angeles (Habitat LA) strives to eliminate substandard housing through advocacy, education and partnership with families and individuals in need to build decent, sustainable and affordable housing. Since 1990, Habitat LA has built, rehabilitated and repaired more than 1,000 homes locally and worldwide, transforming the lives of thousands of individuals. Habitat LA has a Silver level GuideStar Nonprofit Profile and five consecutive Charity Navigator 4-Star ratings awarded to non-profits for sound fiscal management and showcasing a commitment to accountability and transparency. Habitat for Humanity International recognized 14 affiliates out of more than 1,400 as Affiliates of Distinction for 2015-2017 and Habitat LA is proudly one of them. For more information, please visit [www.habitatla.org](http://www.habitatla.org) or call 310-323-4663.

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