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FOR IMMEDIATE RELEASE

Support Pikes Peak Habitat for Humanity on Colorado Gives Day

Colorado Springs, CO (Dec. 4, 2019) – Pikes Peak Habitat for Humanity (PPHFH) invites Coloradans to support affordable housing in El Paso County by donating to us on Colorado Gives Day, December 10, 2019.

Presented by Community First Foundation and FirstBank, Colorado Gives Day is an annual statewide movement to celebrate and increase philanthropy through online giving. The event is powered by ColoradoGives.org, a year-round, online giving website. Search for our profile on the site (www.coloradogives.org/pikespeakhabitat/overview) and make your safe and secure donation in a few easy steps.

To increase awareness of our organization, PPFH kicks-off Colorado Gives Day at CityROCK (21 N. Nevada Ave., Colorado Springs), our venue sponsor, helping to raise the issue of affordable housing to new heights. CityROCK and its onsite restaurant and bar, The Ute & Yeti, are donating 10% of their sales to PPFH. Our Colorado Gives Day sponsor is ANB Bank, generously matching donations up to \$4,000 made to PPFH on Dec. 10 through ColoradoGives.org.

In conjunction with activities at CityROCK, we are hosting our first [Gingerbread Home Build](#) to benefit our [2nd Annual Veteran Home Build](#). Children of Habitat families decorated individual gingerbread houses, along with local businesses that sponsored each house at \$160 (0.1% the cost of a real Habitat house at \$160K). The title sponsor, Caliber Home Loans, has donated \$1,600 to fund the event. The finished gingerbread houses are currently on display at PPFH's ReStore (411 S. Wahsatch Ave, Colorado Springs) Dec. 4 - 10, and customers will be encouraged to vote with donations in person, by text, or online. Each house has its own donation canister, and the three houses with the most donations will receive first, second and third awards. Public viewing at the ReStore will be during normal business hours, 9:00 am - 5:00 pm, Monday - Saturday.

PPPHF staff will move each gingerbread house to their corresponding sponsor's business location on Colorado Gives Day, and voting by donation will continue with the help of each company's customers until Dec. 17. On Dec. 18 the houses will go home with each Habitat family, and the winners will be announced on Dec. 19. Voting opportunities and locations of each house for viewing are available on our website.

Community First Foundation and FirstBank each contributed \$500,000 to create a [\\$1 Million Incentive Fund](#), one of the largest gives-day incentive funds in the country. Every nonprofit receiving a donation on Colorado Gives Day receives a portion of the fund, which increases the value of every dollar donated.

Community First Foundation, a leading foundation dedicated to fueling the power of community to drive positive change, and FirstBank, Colorado's largest locally owned bank, have partnered to present Colorado Gives Day for the past eight years. By making fundraising simple for nonprofits and giving easy for donors, it is one the most successful events of its kind in the nation. Last year, \$35.3 million was raised for Colorado nonprofits in just 24 hours.

For more information about Pikes Peak Habitat for Humanity, please visit pikespeakhabitat.org. For more information about Colorado Gives Day, please visit ColoradoGivesDay.org.

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About Pikes Peak Habitat for Humanity

Pikes Peak Habitat for Humanity builds permanent, affordable housing in El Paso County in partnership with the community and prospective homeowners. Partner families build their home alongside volunteers, and purchase their house with an affordable mortgage. Pikes Peak Habitat has been an affiliate of Habitat for Humanity International since 1986 and has assisted 169 families achieve homeownership in El Paso County. For more information, visit pikespeakhabitat.org.

About Community First Foundation

Since 1975, Community First Foundation has been helping generous donors and innovative nonprofits come together to improve the quality of life and create positive change in Jefferson County, the Denver metropolitan area and beyond. We serve as a connector, partner, collaborator and resource to fuel the power of community for the greater good. We are proud to use our energy, leadership and trusted stewardship of financial resources to energize giving across our state, strengthen nonprofits, support donors and find new ways to address community needs. For more information, visit CommunityFirstFoundation.org.

About FirstBank

FirstBank, the nation's third largest privately held bank, operates more than 115 locations in Arizona, Colorado and California and serves more than 750,000 customers. Since 2000, FirstBank has been recognized as a top corporate philanthropist and contributed more than \$60 million and thousands of volunteer hours to charitable organizations. FirstBank is unique in that a majority of its stock is owned by management and employees. For more information, visit efirstbank.com.