



## International Women Build Week

### MEDIA ALERT

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### **Pikes Peak Habitat for Humanity and Lowe's to address COVID-19's disproportionate impact on women during International Women Build Week**

**COLORADO SPRINGS, CO (March 8, 2021)** – Pikes Peak Habitat for Humanity (PPHFH) and Lowe's are partnering to raise awareness of the global need for safe and affordable housing for women during [International Women Build Week \(March 8-15\)](#). On International Women's Day, Habitat and Lowe's will kick off more than 300 Women Build projects supporting women-led households across the United States, Canada, and India to drive awareness and address the need.

Women have been disproportionately impacted by the COVID-19 pandemic, from job loss to evictions and foreclosures. According to The National Women's Law Center, [80 percent](#) of U.S. jobs lost during the COVID-19 pandemic were held by women. The United Nations (UN) has [reported](#) that 40 percent of all employed women globally work in the industries hardest hit by the COVID-19 pandemic.

"Over half of our Habitat families in El Paso County are single-parent households, and 95 percent of those are single-mother families. With Habitat, these families pay no more than 28 percent of their income for a quality-built home. They have the stability and safety of permanent, affordable housing, and that has proven so extremely beneficial during this pandemic," PPHFH Executive Director and CEO Kris Lewis Medina said.

Despite the unprecedented challenges women are facing, women remain on the frontlines of the pandemic as essential workers, as caretakers within their households, and too often have to make the difficult decision between maintaining a place to call home and paying for food, health care, childcare, education or reliable transportation. Harvard University's [State of the Nation's Housing 2020 report](#) revealed that 37.1 million U.S. households spent more than 30 percent of their incomes on housing in 2019, including 17.6 million spending more than 50 percent. The effects of the pandemic have further highlighted the need for safe and affordable housing, as 29 percent of renters and 36 percent of homeowners experienced employment income loss between March and September of 2020.

Dawn is building her house with PPHFH to have a safe and stable environment for her son Cody who has physical disabilities. The rental house where they live now is desperately in need of major repairs and isn't easily accessible for Cody. Dawn works as a CNA to care for Cody, and she says that their new Habitat home will "give my family stability that I don't have to worry about being taken away, and for that we are totally grateful."

This story is not unique. Every day, millions of women face the challenge of a future without adequate, stable housing. This issue underscores the importance of Habitat and Lowe's efforts to bring awareness to



the issue, as well as a partnership focused on ensuring that more women have access to affordable housing.

Lowe's and Habitat's partnership began in 2003 and the Women Build program was developed in 2005. To date, the program has brought together more than 143,000 women volunteers who have built or repaired nearly 6,000 houses. Lowe's has committed more than \$78 million to support the global housing nonprofit's efforts, including the [Women Build program](#), International Women Build Week, and Habitat's [Neighborhood Revitalization program](#). Lowe's support of Habitat has helped more than 18,000 Habitat partner families improve their living conditions.

To learn more or join the conversation, visit [habitat.org/womenbuild](http://habitat.org/womenbuild) or follow #BuildHer and #WomenBuild on social media to share and view stories from around the world.

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### **About Pikes Peak Habitat for Humanity**

Pikes Peak Habitat for Humanity builds 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. PPHFH has been an affiliate of Habitat for Humanity International since 1986 and has assisted 191 families in El Paso County. This year marks the 35<sup>th</sup> anniversary for PPHFH. For more information, visit [www.pikespeakhabitat.org](http://www.pikespeakhabitat.org).

### **About Lowe's in the Community**

As a FORTUNE® 50 home improvement company, Lowe's is committed to creating safe, affordable housing and helping to develop the next generation of skilled trade experts through nonprofit partnerships. Across every community we serve, Lowe's associates donate their time and expertise through the Lowe's Heroes volunteer program. For the latest news, visit [Newsroom.Lowe.com](http://Newsroom.Lowe.com) or follow @LoweMedia on Twitter.