



MEDIA ADVISORY

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MEDIA CONTACTS

Dana Mattice | Twin Cities Habitat for Humanity
612-305-7143 | Dana.Mattice@tchabitat.org

Doug Stone | Media Consultant
651-336-9907 | stone7586@gmail.com

Minnesota CEOs to Volunteer on Construction Site at Twin Cities Habitat's 25th Annual CEO Build Day

What: Leaders from nearly 20 Minnesota corporations will participate in Twin Cities Habitat's 25th Annual CEO Build. Through hands-on volunteerism, business leaders will advance construction of attainable homes at The Heights—the largest development in Twin Cities Habitat's history.

When: Thursday, October 1, with video and interview opportunities 9:30 – 11:30 a.m.
Media planning to attend should contact Doug Stone to coordinate logistics.

Where: 1400 N Winthrop St, Saint Paul 55119
NOTE: All people visiting this active construction site must wear sturdy, close-toed shoes and a Habitat-provided hard hat.

Who: The event is co-chaired by **Jeanne Crain**, retired CEO of Bremer Bank, and **James Hereford**, CEO of Fairview; hosted by Twin Cities Habitat, with President & CEO **Chris Coleman** on site; and includes volunteer builders from a cross-sector of businesses including representatives from:

- Bank of America
- Children's Minnesota
- CHS
- City of Minneapolis
- City of Saint Paul
- Dorsey & Whitney, LLP
- Fairview
- GF Building Flow Solutions
- Minnesota Star Tribune
- Minnesota Wild
- Padilla
- Ryan Companies
- Saint Paul Port Authority
- Tennant Company
- The Excelsior Group
- United Properties
- Visit Saint Paul
- Wells Fargo

Background

Twin Cities Habitat's work is powered by approximately 10,000 volunteers annually, including strong hands-on and philanthropic support from the corporate sector. CEO Build is a longstanding Twin Cities Habitat tradition that brings influential business leaders for a day out of the office and onto a construction site to build homes. Over the past 25 years, the event has united hundreds of executives in support of attainable homeownership opportunities and stronger communities.

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About The Heights

The Heights is a 112-acre redevelopment located at the former Hillcrest Golf Club on Saint Paul's Greater East Side with the goal of delivering 1,000 homes—including nearly 150 homeownership opportunities from Twin Cities Habitat for Humanity—and 1,000 jobs to Saint Paul. With the community shaping the development's bold vision, connecting it with the history and strength of the surrounding neighborhood, the Heights promotes both opportunity and generational wealth. For more info: <https://home.tchabitat.org/the-heights>

About Twin Cities Habitat for Humanity

Founded in 1985, Twin Cities Habitat for Humanity is an affiliate and innovation leader within the global Habitat for Humanity network. Twin Cities Habitat brings together a broad coalition of supporters, volunteers, and community partners to create, preserve, and promote affordable homeownership across the seven-county Minneapolis–Saint Paul metro area—mobilizing approximately 10,000 volunteers each year. As the region's largest affordable homeownership builder, Twin Cities Habitat has partnered with 2,100 families to unlock the power of homeownership. Its nonprofit Community Development Financial Institution (CDFI), TCHFH Lending, Inc., provides affordable mortgage products, down payment assistance, and personalized supports—making homeownership attainable in an increasingly out-of-reach market. For the past decade, Twin Cities Habitat's foreclosure rate has remained below 1%. Thousands of households have strengthened their housing stability, financial well-being, and quality of life through Twin Cities Habitat. www.tchabitat.org.