

WHEN DO KIDS AND CONSTRUCTION MIX WELL? WHEN THEY STAR IN A CHILDREN'S BOOK...

MARKHAM, ONTARIO, SEPTEMBER 9, 2010 – Geranium Homes/Geranium Corporation has expanded its roles in the community from builder/developer and conscientious corporate citizen, to include “publisher.” Boaz Feiner, Vice President Housing Division, came up with the innovative concept to commission and print a book on home building aimed at young children, and to raise funds through donations in support of charities and non-profit organizations. On Saturday, September 11th from 1 to 4 p.m., the company will launch the book *Coby Builds a House* at a Fall Barbecue in the park at Geranium’s Cardinal Point community in Stouffville, Ontario (30 minutes northeast of Toronto). The suggested donation per book is \$10.00, and funds raised to September 30th will go toward the 2nd Annual Mayor’s Thanksgiving Food Drive in support of the Whitchurch-Stouffville Food Bank.

“This is a win-win situation,” Feiner says. “People buy a book and help the greater community at the same time. We are delighted with the finished product, and we’re excited to get the book out there to families.” A second generation builder and father himself, Feiner says that his literary brainstorm was inspired by his sons, Coby, Etai and Nate. “I often take the boys to construction sites, and they are fascinated by the machinery and the building process. I noticed that many of the books I read to them at home

are told from an adult’s perspective. We discussed the idea for a book about construction told by a child, and they thought it was a great idea. Our conversations formed the basis for a brief that we turned over to the writer, Neil Crone.”

A resident of Sunderland, Ontario, Crone is a children’s author, television and film actor, and newspaper columnist. He created a lively story, in verse, using many of the ideas provided by Feiner’s children about how a house is built. The 18-page book is aimed at pre-school children, and includes full-colour whimsical illustrations by Welland, Ontario-based artist Keith Nisbet.

Geranium is self-publishing an initial print run of 2,000 copies, which could amount to at least \$20,000 going to charities and non-profit organizations. The company supports a variety of organizations across Southern Ontario, including in the communities where Geranium is actively building.

Copies of *Coby Builds a House* can be purchased at Geranium’s Head Office and sales centres, and are

also available for an online donation via the company’s website, www.geraniumhomes.com

Geranium Homes has been developing and building family communities across Southern Ontario for over 30 years. In 2010, the company committed to building all future communities to ENERGY STAR™ for New Homes performance standards.



Proofing “Coby Builds a House” are, Sue Webb Smith and Boaz Feiner of Geranium Homes, with writer Neil Crone.