

# KIDS AND CONSTRUCTION MIX WELL IN CHILDREN'S BOOK



Sue Webb Smith and Boaz Feiner, Geranium Homes with writer, Neil Crone

Geranium Homes/Geranium Corp. ([geraniumhomes.com](http://geraniumhomes.com)) has expanded its role in the community from builder and developer and conscientious corporate citizen, to include “publisher.” Boaz Feiner, vice-president, housing division, came up with the original 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, Sept. 11, the company launched the book *Coby Builds a House* at a fall barbecue in the park at Geranium’s Cardinal Point community in Stouffville. With a suggested donation per book of \$10, a total of \$2,000 was raised by Sept. 30, and a cheque was presented to Whitchurch-Stouffville Mayor Wayne Emmerson at the 2nd Annual Mayor’s Thanksgiving Food Drive in support of the Whitchurch-Stouffville Food Bank.

“This is a win-win situation,” says Feiner. “People buy a book and help the community at the same time. We are delighted with the finished product, and we’re excited to be getting such great feedback about the book.”

A second-generation builder and father himself, Feiner says 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 concept 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, Ont., Crone ([neilcrone.com](http://neilcrone.com)) 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-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. All monies collected through *Coby Builds a House* from Oct. 1 to Dec. 31 will be given to CardiacKids in support of the Hospital for SickKids Foundation.

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, [geraniumhomes.com/cobybuildsahouse](http://geraniumhomes.com/cobybuildsahouse)

Geranium Homes/Geranium Corp. ([geraniumcorporation.com](http://geraniumcorporation.com)) has been developing and building family communities across southern Ontario for more than 30 years. In 2010, the company committed to building all future communities to Energy Star for New Homes performance standards.