

MEDIA ADVISORY

GOOD BYE MERCH – HELLO MERCHANTS CORNER

FOR IMMEDIATE RELEASE –TUESDAY, SEPTEMBER 15, 2015

WINNIPEG, MB – Journalists are invited to join a community celebration on Selkirk Avenue as the first sledgehammer swings at the old Merchants Hotel which is being transformed into an educational and affordable housing complex.

The original three storey Merchants building, constructed in 1913, is being gutted and converted to a mix of residential and educational uses. The exterior restoration will adhere to heritage principles. The adjoining one storey restaurant/beverage room, constructed in the 1950s, will be demolished to make way for the new addition. Following several years of diligent, collaborative grassroots planning and fundraising, the iconic corner at Selkirk Avenue and Andrews Street is poised to become the new jewel of the North End.

Join Elders, community leaders and residents, donors, Mohinder Saran, Manitoba Minister of Housing and Community Development and partners in the project:

WHEN: Wednesday, September 16, 2015 (noon community BBQ)
12:30 to 1:00 media event
1:15 media tour inside Merch *steel-toed footwear required to enter*

WHERE: 541 Selkirk Avenue

WHAT: An Elder and a student swing the first sledgehammer
Acknowledgment of community, partners and donors
Public can “swing the hammer” with \$1.00 and up donation

BACKGROUND

Redevelopment of Merchants Corner is led by a community-based steering group that includes broad stakeholder and resident input. The mixed-use housing and education project is guided by the principles of community economic development and respect for Indigenous culture.

The provincial government, through Manitoba Housing and Community Development, has committed more than \$15 million towards the project. The community continues to raise \$3.7 million to go towards capital costs, technology infrastructure and training spaces within the complex including a community kitchen and social enterprise café. **The amount raised by the community to date will be announced at this event.**

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MEDIA CONTACTS

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