

## **Genworth Launches Children’s Writing Contest to Support Habitat for Humanity Canada**

Toronto (October 3, 2011) – “What does home mean to you?” From October 3 to November 14, Genworth Financial Mortgage Insurance Company Canada (“Genworth Financial Canada”) is inviting grade 4, 5 and 6 students across Canada to submit a written essay about the meaning of home.

Genworth Financial Canada’s 5<sup>th</sup> Annual Meaning of Home Contest supports Habitat for Humanity Canada (“Habitat for Humanity”) and is intended to raise awareness among students on the importance of having a home. The contest has received more than 7,000 entries to date and donated nearly \$360,000 to Habitat for Humanity Canada.

“Our goal at Genworth Financial Canada is to help Canadians achieve homeownership responsibly,” said Brian Hurley, Chairman and CEO of Genworth Financial Canada. “It’s our hope that by participating in this contest, students better appreciate the benefits of living in a home and the importance of helping those less fortunate.”

First Prize is a \$60,000 donation from Genworth Financial Canada towards the building of a new Habitat for Humanity home in a Canadian community of the grand prize winner’s choosing. The winner will also win an Apple iPad 2 and a school-wide pizza party. Five runners-up will receive a second prize consisting of a \$5,000 grant to a Canadian Habitat for Humanity affiliate of their choice, an Apple iPod Touch and a classroom pizza party.

New this year is the direct impact each child can make with their entry as Genworth Financial Canada will donate \$5 to a local Habitat for Humanity affiliate for each entry submitted.

To celebrate the fifth anniversary of the contest, a commemorative book is being created that will highlight the last five years of winning entries and finalists. All proceeds of the book will also be donated to local Habitat for Humanity affiliates.

“It’s empowering for children to realize that they can make a difference, said Stewart Hardacre, President and CEO of Habitat for Humanity Canada. “Each child involved in this contest will be helping a low-income family come one step closer to homeownership.”

Teachers are encouraged to download an education module to help bring the notion of community giving into the classroom while meeting core curriculum requirements. The winner will be announced in January 2012. For more details or to pre-order the book which will be available in February, visit The Meaning of Home website at [www.meaningofhome.ca](http://www.meaningofhome.ca).

**About Genworth Financial Canada:**

Genworth Financial Canada, a subsidiary of Genworth MI Canada Inc. (TSX: MIC), has been the leading Canadian private residential mortgage insurer since 1995. Known as “The Homeownership Company”, it provides default mortgage insurance to Canadian residential mortgage lenders that enables low down payment borrowers to own a home more affordably and stay in their homes during difficult financial times. Genworth Financial Canada combines technological and service excellence with risk management expertise to deliver innovation to the mortgage marketplace. As of June 30, 2011, Genworth Financial Canada had \$5.3 billion in total assets and \$2.5 billion in shareholders’ equity. Based in Oakville, Ontario, Genworth Financial Canada employs approximately 265 people across Canada. Additional information about Genworth Financial Canada is available at [www.genworth.ca](http://www.genworth.ca).

**Habitat for Humanity Canada:**

Founded in 1985, Habitat for Humanity Canada is a national, non-profit, organization working for a world where everyone has a safe and decent place to live. With the help of over 300,000 volunteers and 72 affiliate organizations from coast to coast, their mission is to break the cycle of poverty through affordable housing and the promotion of homeownership. Additional information about Habitat for Humanity Canada is available at [www.habitat.ca](http://www.habitat.ca).

**For additional information or to arrange interviews, please contact:**

Anita DiPaolo-Booth  
Genworth Financial Canada  
905.287.5394 or [Anita.DiPaoloBooth@genworth.com](mailto:Anita.DiPaoloBooth@genworth.com)