

## **GENWORTH LAUNCHES MEANING OF HOME CONTEST WITH HABITAT FOR HUMANITY**

**Toronto, October 5, 2009** – “What does home mean to you?” From October 5 to November 13, 2009, Genworth Financial Mortgage Insurance Company Canada (“Genworth Financial Canada”) is asking grades 4, 5, and 6 students across Canada to answer this question and write about what home means to them in the third annual Meaning of Home Contest.

The writing contest is in support of Habitat for Humanity Canada and designed to raise awareness among students on the importance of having a home. According to Habitat for Humanity statistics, 1.5 million Canadian families require affordable housing. By putting pen to paper, students have the opportunity to express their feelings and make a difference in their community.

“This initiative is more than a contest – it’s a movement that gives Canadian youth the ability to impact the lives of others,” said Peter Vukanovich, president and COO of Genworth Financial Canada. “Over the past two years, we have heard from thousands of students who will ultimately grow up to be more engaged, compassionate citizens. That’s what the Meaning of Home Contest is all about.”

Genworth Financial Canada will donate \$60,000 towards the building of a new Habitat for Humanity home in a community of the grand prize winner’s choosing and will also win a home computer system. Five runner-ups will be chosen, one from each of the following regions: Ontario, Quebec, the Prairies, the Greater Toronto Area, and the Atlantic and Pacific regions. Genworth Financial Canada will donate a grant on behalf of each runner-up to a Habitat for Humanity affiliate of their choice and will also receive a gift certificate to Chapters Indigo. All prizes have been donated by Genworth Financial Canada.

“By participating in the Meaning of Home Contest, my students not only improved their writing and creative skills but also learned about their community and the importance of giving back,” said Anup Sidhu, a writing teacher of last year’s grand-prize winner, Jackson Topo. “It’s so rewarding to see how students grow with this experience and the excitement they have about their work.”

This year’s contest has a new element that allows entire communities to get involved by voting for their favourite entry online at [www.meaningofhome.ca](http://www.meaningofhome.ca) beginning December 14, 2009.

The Meaning of Home Contest website at [www.meaningofhome.ca](http://www.meaningofhome.ca) has more information about the contest including instructions on how to participate, tips for parents on how to get the family engaged and a downloadable education module for teachers. This module allows teachers to incorporate the contest into their classroom while meeting core curriculum requirements.

The winner will be announced in January 2010. For more contest details, visit [www.meaningofhome.ca](http://www.meaningofhome.ca).

**About Habitat for Humanity Canada:**

Founded in 1985, Habitat for Humanity Canada is a national, non-profit, faith-based organization working for a world where everyone has a safe and decent place to live. With the help of over 50,000 volunteers and 72 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).

**About Genworth Financial Canada:**

Genworth Financial Mortgage Insurance Company 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, 2009, Genworth MI Canada had \$5.0 billion in total assets and \$2.3 billion in shareholders' equity. Based in Oakville, Ontario, the Company employs approximately 265 people across Canada.

At Genworth, we believe in delivering value to the communities where our people live and work. Our partnerships with Habitat for Humanity and other charitable initiatives are tangible ways to demonstrate our commitment to affordable and accessible homeownership.

Additional information about Genworth Financial Canada is available at [www.genworth.ca](http://www.genworth.ca).

For additional information or to arrange interviews:

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