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## **Rebuilding Michigan Brick by Brick**

***Feat of Strength will Fund a Building Project for Lakeshore Habitat for Humanity***

(Holland, Michigan) Michigan native, Jim Dreyer, will attempt to tow a ton of bricks, swimming 22 miles across Lake St. Clair to Detroit this summer, in support of *Habitat for Humanity*. If successful, the swim, scheduled to begin August 5th, will be recognized as a world record. The swim will mark Dreyer's 50<sup>th</sup> birthday, which will also occur in August.

Best known for swimming across all five Great Lakes, Dreyer describes this quest as one of his most challenging. "I'll be towing four 500-pound dinghies a mile further than crossing the English Channel," Dreyer said. "It will be a real 'train of pain' ... symbolic of the pain felt by Michigan families trying to keep their heads above water. However, instead of sinking with the weight of our burdens, I believe that together we can triumph and be the bricks that rebuild lives, rebuild communities, and strengthen the foundation of this great state."

Dreyer has partnered with *Habitat for Humanity of Michigan* to help fund building projects for up to 75 affiliates through his swim fundraising, called the *Cornerstone Strength Swim Campaign*.

*Lakeshore Habitat for Humanity* is spearheading this effort as the first Michigan affiliate to partner with Dreyer. Serving Ottawa and Allegan counties, they are engaged in a buy-a-brick campaign to raise \$80,000 for the building of a new family home in their community.

"We are so excited to partner with Jim," stated Jack Zandstra, Executive Director of *Lakeshore Habitat for Humanity*. "As we have worked together on this swim event it has become so evident how passionate he is to undertake this challenge and help us as we re-build our community here on the lakeshore and across the state. We sincerely hope it brings more attention AND action to the need for more access to safe, affordable, and decent homes in our communities. I will be there on the shore on August 6 when he finishes this amazing accomplishment, celebrating his tremendous spirit and generosity!"

Engraved commemorative bricks, including the authentic bricks towed by Dreyer for the world record, are being sold to support the building project of the purchaser's choice. Purchase options include bricks that are hand signed by Dreyer, bricks that are personalized with a name and logo, and bricks for auction that are co-signed by Dreyer with Michigan notables and other celebrities.

"Bricks serve not only as great memorabilia of a world record, they also serve as a lasting reminder to donors of the great work they are a part of to rebuild Michigan, Dreyer stated.

To purchase a brick, organize a fundraiser, and for more information on the *Cornerstone Strength Swim Campaign*, log on to [www.CornerstoneStrength.org](http://www.CornerstoneStrength.org).