

Do you have trouble finishing a DIY job?

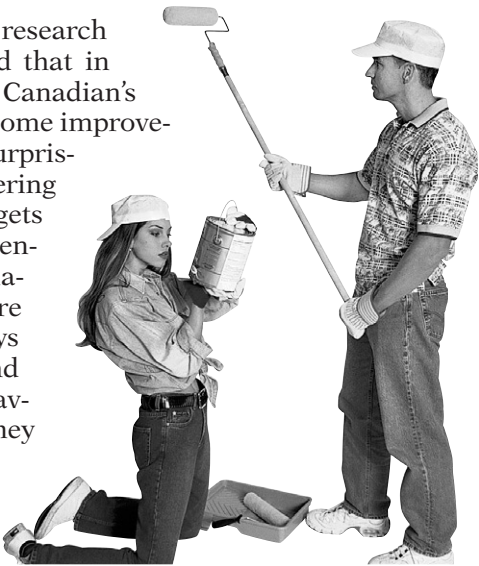
It's no secret that the DIY trend is growing in Canada. Homeowners are taking on more projects themselves, from major renovations to small repairs, interior and exterior design and crafting.

In fact, Ipsos Reid research firm recently reported that in the last year, 73% of Canadian's have taken on a DIY home improvement project – not a surprising number considering the tightening budgets and growing independence of the population. These DIYers are turning to new ways to get the job done and finding pride and savings in the projects they complete.

Although taking on such projects is popular, it turns out that finishing them is the real challenge. This insight is the inspiration behind a new resource, www.helpingyoufinish.ca – an online community dedicated to educating, inspiring and helping us to cross the DIY finish line.

"Our company has been working

with homeowners for almost a century, so we know the challenges you face – and we're here to help," says Lawrence Genga, the senior director of marketing and



research and development at Rust-Oleum Consumer Brands Canada. "We want to instill confidence and pride in Canadians and inspire them to not only take on new projects, but to finish what they've started. Our digital resource provides step by step guidance, plus ideas, tips and techniques for success. It also connects you with like-minded Can-

nadians who truly love all things DIY." A platform for sharing experiences, as well as one-on-one access with project experts, the new helpingyoufinish.ca community is a resource for those seeking answers, ideas or inspiration.

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