



Media Advisory

February 6, 2017

Toque Tuesday raises funds for solutions to end youth homelessness in Edmonton

Volunteers and community members will be joining Homeward Trust Edmonton on Tuesday, February 7 at downtown LRT stations and area malls to raise money to support homeless youth. Media are invited to attend.

February 7 marks two decades of Toque Tuesday, Raising the Roof's annual campaign that has worked with thousands of volunteers and supporters to provide long term solutions to homelessness in Canada. Homeward Trust is proud to be a partner with Raising the Roof again this year. Raising the Roof's annual Toque Campaign has raised more than \$7 million for more than 180 community agencies across the country.

Proceeds from sales in Edmonton support SAFQEY and its programs to help LGBTQ2+ youth experiencing homelessness.

Toque Tuesday Media Availability

Date: Tuesday, February 7, 2017

Location: Churchill LRT Station from 8:15 to 8:45 am.

Susan McGee, CEO of Homeward Trust, and Michael Phair, Chair UA Board of Governors, will be available to comment at this time.

Raising the Roof sponsors Paul Davis Edmonton will also be at this location.

Toque Tuesday volunteers will be selling toques and socks (\$10 each) at Churchill, Central, Bay/Enterprise Square, Corona LRT Stations from 6:30 to 9 am and then again from 3:30 to 6:00 pm.

You will also find volunteers selling toques & socks (\$10 each) and mitts & and baseball caps (\$20 each) at Scotia Place, Kingsway Mall, St. Albert Mall, and Southgate Mall all day to 6:00 pm.

For more information, please contact:

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Homeward Trust is a community based organization that provides leadership and resources toward ending homelessness in Edmonton. We fulfill our mandate by leading initiatives and programs, engaging community stakeholders and partners, conducting research, creating awareness, and funding housing and support projects.