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MEDIA RELEASE

Volunteers, Organizations Raise Awareness and Funds to Cap Youth Homelessness

FOR IMMEDIATE RELEASE

(Edmonton) – Today is Toque Tuesday, where communities across Canada raise awareness and funds as part of the Raising the Roof campaign. Volunteers and staff from campaign partners, Homeward Trust Edmonton, Crystal Glass and Intact Insurance are selling toques at specific locations throughout Edmonton today, and encouraging everyone to wear their Raising the Roof toque to show support for ending youth homelessness.

“We have been a proud partner in the Raising the Roof campaign for several years” said Susan McGee, Executive Director of Homeward Trust Edmonton. “Our community has identified ending youth homelessness as a priority, and the funds raised through this campaign are another step towards that goal”.

Toques are on sale at Corona and Churchill LRT stations from 7-9am, the Students’ Union Building at the University of Alberta from 10am-2pm, and South Campus, Southgate, and Century Park LRT stations from 3-6pm.

This year, Homeward Trust is raising funds for The Open Door, a new transitional housing development for youth that will also offer skills development and other supports.

Toques can be purchased for a minimum \$10 donation; in addition to the locations on Toque Tuesday, they are available through partner organizations during the month of February.

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Homeward Trust is a community-based, comprehensive housing organization that provides leadership and resources towards 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.