



Media Release - For Immediate Release

'Toque Tuesday' February 6th 2007

Moncton, NB – Tuesday February 6th is TOQUE TUESDAY -- the day that Canadians everywhere help put a cap on homelessness. From coast to coast, volunteers will take to the streets to sell Raising the Roof toques, with proceeds supporting front-line homelessness agencies in their communities, as well as Raising the Roof's national initiatives.

Toques are \$10 and can be purchased at various locations throughout Moncton such as THE HOME DEPOT and the Royal Bank. The goal is to sell 800 toques in the Moncton area!

From 11 – 2pm on Toque Tuesday – Volunteers -- including city councillors, youth, Aliant Pioneers, Asurion staff and others – will be stationed at various locations throughout Moncton to raise funds and awareness: Lobby of City Hall, Blue Cross Centre (Fortis Properties), Terminal Plaza (1222 Main St.), and YMCA; Highfield Square; and the Wildcats Boutique. Citizens can also pick up a toque at many local businesses such as: Timothy's Coffee (Main St.), Reid's Newsstand, Video Tech, Mike's Bike Shop, and Moncton Youth Residences (536 Mountain Road and 199 Saint George St.).

Proceeds from the Toque Campaign support community agencies that are helping prevent, or provide long-term solutions to, homelessness. In Moncton the agency is **Moncton Youth Residences Inc (MYR)**: a non-profit, charitable organization that serves at-risk and homeless youth aged 12 to 24. It operates seventeen different programs, both residential and outreach, and serves approximately 700 youth per year. Eighty percent of the net proceeds from sales in the Moncton area will assist in the operational cost of these three MYR programs: Youth QUEST Central, Transitional Housing Program, and MYR Learning Centre. For further details on these and other MYR programs visit www.myrinc.com

Raising The Roof is Canada's first and only national charitable organization that raises funds for, and creates partnerships with community-based groups to eliminate and prevent homelessness. With the help of sponsors, donors and volunteers, this important organization aims to create an atmosphere where we can work together to address a critical social issue. To date, Raising the Roof has allocated more than \$1.5 million to more than 90 local groups across Canada. In Atlantic Canada, it has raised over \$250,000 in net proceeds since 2000. For more details see www.raisingtheroof.org

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