

Media Release

Raising the Roof launches Toque Tuesday Campaign to help Calgary's homeless

CALGARY, Alberta – December 13, 2006

Raising the Roof has launched its national **Toque Tuesday Campaign**. Toques are now available at The Home Depot until February 2007. Companies, community organizations and individuals are also encouraged to participate in solutions to homelessness by starting their own Raising the Roof Toque Campaign - call the Inn from the Cold at 403.263.8384 for more information.

The Toque Campaign is Raising the Roof's national public awareness and fundraising initiative and is aimed at 'putting a cap on homelessness.' For ten years, Canadians from coast to coast have helped us work towards long-term solutions to homelessness by buying and wearing a Raising the Roof Toque for a minimum donation of \$10. Net proceeds raised in Calgary will go to Raising the Roof's local community partner – The Inn from the Cold and one of their Youthworks partners, the Back Door.

"The proceeds from this year's campaign will help make a difference for Calgary's homeless families," says Diana Segboer, Executive Director, Inn from the Cold. "The Inn is the only place that homeless families can go and stay together during this very difficult time. The path out of homelessness is very difficult and is filled with many challenges and obstacles, and every bit of support helps families rebuild their lives."

This year's campaign goal is to sell over 7,000 toques in Calgary. Toque Tuesday is on February 6, 2007 where volunteers will be hitting Calgary's downtown core in a toque-selling blitz.

Raising the Roof is Canada's only national charity dedicated to long-term solutions to homelessness. Last year the Raising the Roof Campaign supported 42 front line community homelessness agencies across Canada. By the end of 2007, we will have helped over 110 community agencies.

- 30 -

For more information contact:

Lynn Cox, Raising the Roof Media Contact
(403) 228-6688
or visit www.raisingtheroof.org

Bonnie Elgie, Inn from the Cold Media Contact
(403) 630-6164