

Media Release

Buy a toque and help break the cycle of homelessness!

CALGARY, AL (January 31, 2008) February 5th is *Toque Tuesday*. As Calgary commuters head to work, they'll be greeted by enthusiastic and warmly dressed Direct Energy toque-selling volunteers supporting Raising the Roof – Canada's only national charity devoted solely to finding long-term solutions to homelessness. Raising the Roof's annual national Toque Campaign – its signature fundraiser – runs from November through the end of February. *Toque Tuesday* is the charity's national public awareness day – a day when all Canadians have the opportunity to come together in support of solutions to homelessness.

The stylish, Canadian-made head warmers will sell for a minimum donation of \$10. Proceeds from toque sales in Calgary will go directly to support two local homelessness agencies – **Inn From the Cold** and **The Back Door**. The toques are also available at participating Home Depot stores and can be purchased from Inn from the Cold Society, at 403-263-8384 or inn@innfromthecold.org.

"We are proud to be a partner agency with Raising the Roof," notes Marilyn Dyck, Executive Director, The Back Door. "We share the strong conviction that, by investing in youth who are homeless or at-risk, we can help them towards a better future – one that not only benefits them, but all of our society."

"Inn From the Cold is thrilled to once again be part of Raising the Roof's *Toque Tuesday*," says Diana Segboer, Executive Director. "Children, women and men from all walks of life live on the streets of Calgary and homelessness can happen to anyone. We encourage all Calgarians to buy a toque from one of our volunteers on February 5th. Their support can really make a difference for homeless families in this community."

As a five-year national Raising the Roof partner, Direct Energy and its employees have already donated over \$1.8 million to Raising the Roof through a combination of corporate donations and funds raised by its enthusiastic and dedicated staff. "We are delighted to once again take part in this annual *Toque Tuesday* event," says Janice Thomson, Executive Vice President, Human Resources & Communications, Direct Energy. "Direct Energy is proud to have so many employees engaged in and committed to the well-being of the communities in which we work. We ask all Albertans to help put a cap on homelessness in their community by purchasing a toque from one of our volunteers on *Toque Tuesday*."

"Today Raising the Roof is proud to be working with our partners and supporters throughout the nation raising awareness and funds to solve homelessness in Canada. By simply buying a toque Canadians are helping homeless youth in Calgary and across the country to get the opportunities they need to succeed and overcome life without a home," says Sean Gadon, President of Raising the Roof.

For more information, contact:

Calgary Contact Information

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Calgary Contact Information on toque sales locations

Virginia Hong

Volunteer Toque Campaign Manager

Calgary

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Maureen Deery

Director of National Campaigns

Raising the Roof

Office: 416-489-9531

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For more information, go to www.raisingtheroof.org

Photo opportunities & Toque sales locations

We would be pleased to facilitate Interviews with representative of The Back Door agency + Raising the Roof President, and a previously homeless youth (the latter two by telephone). *Please call Marilyn Dyck (information above) or Maureen Deery, Raising the Roo National Office, at (office): 416-489-9531, or (cell) 416-346-4910 to facilitate.*

7:00 – 9:00 a.m. and 11:00 a.m. – 1:00 p.m.

Volunteers will be selling toques in the following locations

Outdoors: 8th Avenue to Bow River and Centre Street to 6th Street SW
8th Avenue Mall/Stephen Avenue Mall

Indoors: Banker's Hall (main floor)
Fifth Avenue Place

Volunteer representatives available for interviews at the Banker's Hall & 8th Avenue Mall locations

Please contact Virginia Hong (information above).