



## Media Advisory

# 80,000 TOQUES FOR TOQUE TUESDAY, FEBRUARY 6<sup>th</sup> RAISING THE ROOF -- HELP PUT A CAP ON HOMELESSNESS!

Toronto, ON – February 5, 2007

On **TOQUE TUESDAY** February 6<sup>th</sup> National charity Raising the Roof, Minister the Hon. Mme. Meilleur, a youth client of local agency partner Eva's Phoenix, Sean Gadon, President of Raising the Roof and volunteers from Direct Energy and The Home Depot Canada, will gather at Queen's Park subway station to enlist Toronto's support in its annual, national fundraising and awareness campaign. The goal is to sell 80,000 toques in Canada, before the end of February!

Raising the Roof is Canada's only national charity dedicated to long-term solutions to homelessness. Toques are available for a minimum donation of \$10. Funds raised in Toronto will support Eva's Phoenix – a transitional housing, mentoring and employment training facility for youth – and Vance Latchford House – a transitional home for 91 'at-risk' men and women in the downtown core.

### **Overview: Toque Tuesday, Raising the Roof's National Public Awareness Day in Toronto**

**Date & Time:** Tuesday, February 6, 2007 at 4:00 p.m.

**Location:** Queen's Park Station of the TTC

#### **Participants:**

- Provincial Minister of Community and Social Services, the Honourable Madeleine Meilleur
- Tribius, youth graduate of Eva's Phoenix Print Program (recipient agency of Raising the Roof in Toronto) to tell his own story in his own words
- Sean Gadon, President of Raising the Roof, Partnership Director, Affordable Housing, City of Toronto
- Direct Energy and Home Depot volunteers – selling toques

#### **Objectives:**

- To raise awareness of the Raising the Roof Toque Tuesday campaign and the fact that toques are available at The Home Depot Canada, while supplies last.
- To raise awareness of programming offered by local recipient agency, Eva's Phoenix
- To encourage participation in the Toque Tuesday Campaign
- To remind Toronto of the Campaign goal to sell 80,000 toques by Campaign-end, February 28, 2007
- To remind people that homelessness can effect anyone and that there are ways to participate in long-term and effective solutions

The Toque Campaign is supported by a number of national corporate partners including Direct Energy, CTN, ecentricarts, The Bargains Group and The Home Depot Canada.

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For more information or to arrange an interview contact:  
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