



For immediate release,
February 5, 2007

Raising the Roof's Toque Tuesday Campaign is coming!

Montreal – Saturday February 10th & Sunday February 11th from 10:00 a.m.—2:00 p.m.

That's right...Tuesday February 6, Toque Tuesday – the National Public Awareness Day of Raising the Roof's signature Toque Campaign – arrived in Montreal!

This weekend, we can all make a difference in the lives of our homeless population, by going to our closest The Home Depot store and buying a toque. From Laval to Vaudreuil the kids of Camp Chapleau will be out in force at The Home Depot stores across Montreal, offering the warm, stylish and Canadian-made Raising the Roof toque for just \$10.

With the growing number of people living on the street in every town and city in Quebec, we all need to become part of a long term, sustainable solution. Each purchase of a toque brings us closer to our goal, eradicating homelessness in Canada. This year the proceeds from toque sales in Montreal go to support Camp Chapleau, of the Old Mission Brewery, and the Raising the Roof Youthworks initiative, aimed at breaking the cycle of homelessness among Canada's youth. Camp Chapleau, a Raising the Roof partner agency, provides a welcome respite and focuses on mentoring at-risk kids who lack a stable family and home environment.

Raising The Roof achieves its goals by creating small-scale, high impact community-based Toque Campaigns that help put a human face to this increasingly dire situation. Just watch for our very friendly and well "capped" volunteers, purchase a toque and show your commitment to the kids of Camp Chapleau.

Homelessness can affect anyone. We are all in this together...help us and become part of the solution. Toques are on sale now at all The Home Depot stores across Canada or online at www.raisingtheroof.org. Keep your eye out for more on the Raising the Roof Toque Tuesday Campaign in Montreal.

Buy a Toque to get involved!

For a list of The Home Depot store locations hosting the kids of Camp Chapleau, please see below:

HOME DEPOT STORES

7124	LAVAL (QUEBEC)	1400 Le Corbusier Blvd Laval, Quebec H7N 6J5
7128	ST. HENRI	4625 Saint-Antoine West Montreal, Quebec H4C-1E2
7146	L'ACADIE	1000 rue Sauve Ouest Montreal, Quebec H4N 3L5
7149	BEAUBIEN OUEST	100, rue Beaubien Ouest Montreal, Quebec H2S 3S1
7150	ST. BRUNO	901,blvd Claude-Jutra St. Bruno, Quebec J3V 6N8
7152	GREENFIELD PARK	500 Auguste Greenfield Park, Quebec J4V 3R4
7187	VAUDREUIL	55 Boulevard de la Cité des Jeunes Vaudreuil, QC J7V 8C1

Please Note: The National Toque Tuesday Launch in Montreal will take place, Tuesday February 6, 2007, 11am –Noon, at the location of the St. Henri Home Depot Store (See Above for Address).

Counselors and youth from Camp Chapleau will speak briefly on the importance of prevention programs for youth at risk of homelessness.

This event will be dedicated to the Memory of Tyler Jacobs, the 16 yr old youth who was shot in the stomach and left to die in an alley in NDG.

The Camp Chapleau team will present Home Depot with a large Thank-you card and Home Depot will be presented with the Best Humanitarian Award From Camp Chapleau of the Old Brewery Mission for their dedicated participation in the Raising The Roof Toque Tuesday Campaign.

For any additional information please contact:

Theresa Forster at Camp Chapleau 514-220-0278, tforster@oldbrewerymission.ca;

Maureen Deery at Raising The Roof 416-489-9531, mdeery@raisingtheroof.org;

For more information about Raising the Roof, it's Youthworks initiative, the Toque Campaign, or a listing of The Home Depot stores offering the toque, please visit our web site at www.raisingtheroof.org. The Toque Campaign is supported by a number of national corporate partners including Global Television, CH Montreal, Direct Energy, CTN, ecentricarts, The Bargains Group and The Home Depot Canada.