



FOR IMMEDIATE RELEASE

90,000 TOQUES OUT FOR TOQUE TUESDAY

RAISING THE ROOF -- HELP PUT A CAP ON HOMELESSNESS!

Wednesday, February 8, 2006

Toronto, ON...Tuesday February 7th was TOQUE TUESDAY -- the day that Canadians everywhere help put a cap on homelessness. From coast to coast, volunteers took 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.

From Fog Devils hockey games in St. John's, to Direct Energy volunteers on the subways of Toronto, to firemen selling toques on the streets of Vancouver and toque weather reports in the Yukon, Canadians from coast to coast showed their support for solutions to homelessness.

Toques are **\$10** and can be **purchased at any THE HOME DEPOT store** while supplies last, or **online at www.raisingtheroof.org**, or by calling **1-877-444-0206**. This year's goal is to sell 75,000 toques nation-wide!

"The goal of the national Toque Campaign is to engage Canadians in every corner of the country in ending homelessness", says Sean Goetz-Gadon, Raising the Roof's president, "One volunteer at a time, one dollar at a time, one toque at a time, we are working to ensure that all Canadians have a place to call home."

Also on Toque Tuesday, Raising the Roof, with the generous support of Direct Energy and Grey Worldwide, **introduced radio PSAs** as part of its ongoing **Hidden Homeless Campaign**, first launched in the spring of 2004 in television and print. The campaign is designed to educate Canadians about the variety of circumstances that can lead to homelessness among individuals and families. The radio spots, as well as the television and print ads, are posted on www.hiddenhomeless.ca.

Raising the Roof is Canada's only national charity solely dedicated to long-term solutions to homelessness. Its mission is to **build awareness** about homelessness, **raise funds** for community homelessness agencies, and give corporations, organizations and individuals from all walks of life **the opportunity to join in strategies to address homelessness** nationally and in their own communities.

Thank you to national partners Global Television, Direct Energy, The Home Depot Canada, The Bargains Group, and ecentricarts.

By the end of 2006 Raising the Roof will have allocated more than \$2 million to Canadian agencies working at the community level to alleviate homelessness.

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