



Raising The Roof Challenges Canadians to Reduce Homelessness *Annual Toque Campaign Launches Across Canada*

Toronto, November 22, 2005 - Raising The Roof, Canada's only national homelessness charity, launched its 2006 Toque Campaign through The Home Depot Canada today.

Canadian-made toques are being sold for \$10 at all 128 stores across the country. Proceeds support Raising The Roof's local partner agencies that provide direct services to homeless men, women and children within communities across Canada. Launch events in Toronto, Calgary, Halifax and St. John's are currently underway.

"With the amazing support and participation of The Home Depot Canada we're involving Canadians throughout the country to assist homeless families and individuals," says Sean Goetz-Gadon, president of Raising The Roof. "By launching our annual campaign on National Housing Day, we expect to increase awareness of the need for action, and to raise even more money to help Canadians in need of homes and support."

This is the second time in the campaign's nine-year history that toques are being sold through the home improvement retailer. Traditionally, toques are sold through volunteers in January and February. This year's goal is to sell more than 72,000 Raising The Roof toques by "Toque Tuesday", on February 7th, 2006.

"The Home Depot Canada is delighted to be partnering once again with Raising the Roof," says Roger Plamondon, VP of Operations, Canada East, The Home Depot, "We support initiatives that directly impact the health of our communities. By making toques available at The Home Depot -- a company synonymous with the importance of having a place to call home -- we're confident that we can help Raising The Roof exceed its goal for toque sales this year."

Toque campaign spokesman Don Ferguson of the Royal Canadian Air Farce adds, "Everyone needs a place to call home, and we all want to make our homes a better place for our families. The Raising The Roof Toque Campaign is a great way for Canadians to make a contribution within the communities in which they live."

In speaking about the impact of the relationship between the Raising the Roof Toque Campaign and local agencies, Reverend Max Woolaver said, "As one of 47 different agencies being funded across the country by Raising the Roof in 2005, Deep Quong Non-Profit Homes Inc. was happy to use their Toque Campaign funds to help open the doors of their new transitional homes project, Vance Latchford House, to 91 persons who would otherwise have been on the street."

Raising The Roof has allocated more than \$1.5 million to 93 Canadian agencies working at the community level to alleviate homelessness. The Toque Campaign is supported by a number of national corporate partners including Direct Energy, Global Television, The Bargains Group and The Home Depot Canada.

For further information:

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