

Media Release

Buy a toque and help break the cycle of youth homelessness!

TORONTO, ON (January 31, 2008) February 5th is *Toque Tuesday*. As Toronto commuters head to work, they'll be greeted by more than 1200 warmly dressed Direct Energy and Molson toque-selling volunteers supporting the work of 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. In Toronto, this year's campaign proceeds will support Raising the Roof's *Youthworks* initiative – aimed at breaking the cycle of youth homelessness across Canada.

This year, as well as buying one of the stylish, Canadian-made head warmers – for a minimum donation of \$10 - the public can also join in the fun of an **on-line 'Toque Text Contest'** sponsored by Molson – the prize is a private box at a Toronto Raptors game. And Molson **'Toque Spotters'** will be out in force to distribute instant prizes to those seen wearing their toque. The toques are also available at participating Home Depot stores and can be ordered on line at www.raisingtheroof.org

“As a five-year national partner of Raising the Roof and a lead sponsor of *Youthworks*, we are delighted to once again take part in this annual Toque Tuesday event,” notes Janice Thomson, Executive Vice President, Human Resources and Communications, Direct Energy. “Direct Energy is proud to have so many employees engaged and committed to the well-being of the communities in which we work.”

“For Molson, playing our part with our employees in the broader community has been part of our history for over 200 years,” says Kevin Boyce, President & CEO, Molson. “This Toque Campaign is a wonderful way for our employees to make a difference and support the work that will contribute to a stronger Canada. We're proud to play our part.”

“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 Toronto 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.

Raising the Roof thanks National Partners Direct Energy, Global Television, Canadian Traffic Network (CTN), The Home Depot Canada, The Bargains Group and ecentricarts. The Toronto campaign also enjoys the support of 1010 CFRB and 97.3 EZ Rock, HOMES Publishing Group and, new to the Toque Campaign this year, Molson. We are also delighted to welcome all the many Molson, Direct Energy and community volunteers who are stepping forward to make Toque Tuesday 2008 a “hats off” success!

-- 30 --

For more information contact:

Maureen Deery
Director of National Campaigns
Raising the Roof
Cell: 416-346-4910

Susanna Smith
Communications Specialist
Raising the Roof
Cell: 416-888-2074

Media photo and interview opportunities

Toque Tuesday

6:45 a.m.

1200 Molson volunteers swarm ‘en masse’ out of the downtown Sheraton Centre on their way to multiple downtown locations to sell toques, ‘spot’ and award prizes to toque wearers, and encourage the public to take part in the Toque Text Contest.

Volunteer spokespersons available for interview.

7:00 – 8:30 a.m.

Raising the Roof volunteers sell toques to commuters and, **NEW THIS YEAR – ‘Toque Spotters’** awarding instant prizes & an **Amazing Toque Text Contest** for a Molson Raptors private box.

Yonge/Sheppard subway station

Volunteers, Instant Toque Spotters and Raising the Roof spokespersons available for interview (live feed available).

Queens Park subway station

Volunteers, Toque Text Contest and Raising the Roof spokespersons available for interview (live feed available).

Nathan Phillips Square – outdoor opportunity

Volunteers, Raising the Roof spokespersons, Instant Toque Spotters and Toque Text Contest photo op - available for interviews.

Metro Toronto Convention Centre – outdoor opportunity

Volunteers, Instant Toque Spotters and Raising the Roof spokespersons available for interviews.

9:10 a.m.

Nathan Phillips Square. Mayor Miller gives public thanks to volunteers.

Other speakers include:

Janice Thomson, Vice President, Raising the Roof and Executive VP, Human Resources & Communications, Direct Energy

Lia Grimanis, one-time homeless youth, now a successful business woman & Founder of ‘Up with Women’ Foundation

His Worship, Mayor Miller

Kevin Boyce, President & CEO, Molson

Sean Gadon, President, Raising the Roof and Partnership Director, Affordable Housing, City of Toronto

Interviews can be arranged with any of the above.

4:00- 6:00 p.m.

Evening Commute: Volunteer Toque Sales & Toque Text Contest continues

Queens Park subway station

(live feed available)