



Media Advisory

ATTENTION: PHOTO DESK, ASSIGNMENT EDITORS, HOME & LIFESTYLE EDITORS

RAISING THE ROOF SUPPORTS CANADA'S HOMELESS

National Toque Campaign Launches November 22, 2005

Starting on **Tuesday November 22nd, 2005** Torontonians can take a step to help eradicate homelessness within their community by purchasing a Canadian-made toque at any The Home Depot store in Toronto, and across Canada. Toque sales support Raising The Roof, a national homelessness charity, and proceeds raised in Toronto will be allocated to homelessness organizations within the community. It is no coincidence that the start of this very worthwhile campaign coincides with National Housing Day – reinforcing for all Canadians the importance of having a place to call home.

Join MPP Marilyn Churley, Toronto/Danforth, Sean Goetz-Gadon, President of Raising the Roof, and Don Ferguson of the Royal Canadian Air Farce at The Home Depot to demonstrate your support for Raising The Roof and long-term solutions to homelessness. The goal is to sell more than 72,000 Raising The Roof Toques, by Toque Tuesday February 7, 2006.

- WHAT:** The launch of the 2006 Raising The Roof Toque Campaign in Toronto
- WHO:** **Don Ferguson - Royal Canadian Air Farce**
MPP Marilyn Churley – Toronto/Danforth, and Deputy Leader of the NDP
Lesley Ackrill - Director of Communications, Interval House Woman's Shelter
Roger Plamondon - VP of Operations, Canada East, The Home Depot
Sean Goetz-Gadon - President, Raising The Roof, and Partnership Director, Affordable Housing Office, City of Toronto
- WHEN:** Tuesday, November 22nd, 2005 – National Housing Day
At 11:00 a.m.
- WHERE:** The Home Depot, Gerrard Square Store
1000 Gerrard Street East
Toronto, ON
- PHOTO OP:** Don Ferguson “toquing” MPP Marilyn Churley and Roger Plamondon from The Home Depot.

About Raising The Roof:

Raising The Roof is Canada's only national charity dedicated to long-term solutions to homelessness. Its 2005/2006 toque campaign is taking place across Canada and is supported by a number of corporate partners including Global Television, Direct Energy, The Bargains Group, ecentricarts, Newstalk 1010 CFRB, 97.3 EZ Rock, HOMES Publishing Group, and the Toronto United Church Council.

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Raising the Roof

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