

## Media Release

# **Raising the Roof launches Toque Tuesday Campaign to help Calgary's homeless families and youth**

CALGARY, Alberta – January 16, 2007

Raising the Roof kicks off its Toque Tuesday Campaign today by gathering corporate and community supporters at the Inn from the Cold for a launch event. National partners Direct Energy and The Home Depot Canada and other community members are encouraging Calgarians, schools and corporations to join in the fight against homelessness by buying a toque to support Raising the Roof's 2007 Toque Tuesday Campaign.

This year's campaign goal is to sell over 7,000 toques in Calgary. Organizations and individuals who would like to get involved and start their own campaigns can call the Inn from the Cold (263-8384) for more details. You can also buy a toque at The Home Depot Canada, while supplies last. It's an easy way for everyone to support solutions to homelessness in Calgary. Once again volunteers will hit the streets of downtown Calgary in a toque-selling blitz on February 6, this year's official *Toque Tuesday* and national awareness day.

"2007 marks the tenth year of this national campaign and we are thrilled with the level of participation from corporations, community groups and individuals. Since 1998, Raising the Roof has allocated, from toque proceeds and other fundraising efforts, over \$2 million to 103 Canadian agencies working at the community level to alleviate homelessness", comments Trevor Beckman, Raising the Roof spokesperson.

"The proceeds from this year's campaign will help make a difference for Calgary's homeless families," says Diana Segboer, Executive Director, Inn from the Cold. "We are very thankful for the tremendous corporate and community support for Toque Tuesday and the money raised will help homeless families get the help they need to rebuild their lives."

Raising the Roof is Canada's only national charity dedicated to long-term solutions to homelessness. The Toque Tuesday campaign is a national fundraising and awareness initiative. Toques are available for a minimum donation of \$10. Funds raised in Calgary will go to Inn from the Cold and The Back Door, in support of our national Youthworks initiative.

Inn from the Cold is the only place where Calgary's homeless families can go and stay together. At the Inn, people find a place of respect, acceptance and compassion.

The Back Door is a place where long term street-dependent young people build their lives forward from homelessness to independent and sustainable participation in our society.

Raising the Roof invites you to buy a toque at The Home Depot or start your own Toque Campaign. Wear your toque with pride on Toque Tuesday February 6, 2007!



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