



For Immediate Release

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

Toronto, November 22, 2007 - Raising The Roof, Canada's only national homelessness charity, launched its 2008 Toque Campaign through The Home Depot Canada today.

The popular toques will sell for \$10 at participating The Home Depot stores and other locations across Canada. Go to www.raisingtheroof.org to find the location nearest you, or buy your toque on-line. This year's goal is to have a Raising The Roof toque on the head of every Canadian by "Toque Tuesday", on February 5th, 2008.

Proceeds support Raising The Roof's local partner agencies that provide direct services to homeless men, women and children within communities across Canada, as well as their national Youthworks initiative – aimed at breaking the cycle of youth homelessness.

"In order to keep a full-time job you need a stable housing situation.

In order to have that, you need a stable job...

so I guess you have to have one to have the other."

(a quote from a homeless youth interviewed as a part of the Youthworks initiative)

"With the amazing support and participation of The Home Depot Canada we're involving Canadians throughout the country to assist homeless families, youth and individuals," says Sean 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."

"The Home Depot Canada is delighted to be partnering for our fourth year with Raising the Roof," says Annette Verschuren, Division President, The Home Depot Canada, "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 Roger Abbott of the Air Farce Live 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."

Raising The Roof has allocated over \$2.5 million to 108 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, ecentricarts, Canadian Traffic Network and The Home Depot Canada.

For further information:

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