

National Media Release

THANKS CANADA – TOQUE-gether we're warming heads and hearts!

Toronto – February 6, 2008

Raising the Roof celebrated its 11th Annual Toque Tuesday Campaign on February 5, 2008 with thousands of enthusiastic corporate and community volunteers taking to the streets to sell their signature toques in communities across Canada. Thanks to their efforts and the public's generosity, it was one of the most successful Toque Tuesday's ever with more than 10,000 toques sold!

National partners The Home Depot Canada, Direct Energy, Global Television, ecentricarts, The Bargains Group, and Canadian Traffic Network joined community volunteers in urging all Canadians to buy a toque and join in the fight against homelessness. Every toque sold supports grass-roots homelessness agencies across Canada, as well as Raising the Roof's national *Youthworks* initiative, aimed at breaking the cycle of homelessness among at-risk youth.

The 2008 Toque Campaign runs to the end of February. The goal: to sell 50,000 toques across Canada.

"We can end homelessness in Canada," says Sean Gadon, President of Raising the Roof. "With the support of corporations, community groups, governments and individuals we are making a real difference in communities across the country."

"With growing numbers of people living on the street in every town and city in Canada, we need to find a long-term, sustainable solution to homelessness," commented Annette Verschuren, Division President of The Home Depot Canada. "Each toque purchased will bring us a step closer to eradicating homelessness in Canada." This is the fourth time in the campaign's eleven-year history that toques are being sold through the home improvement retailer.

One of the ways in which Raising the Roof achieves its goals is by creating community-based Toque Campaigns that help raise awareness and funds for long-term solutions to homelessness. "Sharing that message during our traffic reports is one of the key ways that we can help the Toque Campaign reach its goals," says Brian Stutz, Vice President of Canadian Traffic Network.

"Each year, I'm excited to see the level of commitment and enthusiasm Direct Energy employees bring to supporting Toque Tuesday in communities across Canada where we work, live and play," said Janice Thomson, Executive Vice-President, Human Resources and Communications, Direct Energy. "We challenge all Canadians to demonstrate their commitment to finding long-term solutions to homelessness by purchasing a toque and wearing it throughout the winter. If you missed our friendly, well "capped" volunteers, purchase a toque online at www.raisingtheroof.org and show your commitment to long-term solutions to homelessness."

Long-time Raising the Roof partner Molson joined the Toque Campaign for the first time, with 1100 employee volunteers taking to the streets of Toronto on Toque Tuesday. Clearly Molson staff are committed to building stronger Canadian communities and are willing to put their backs into it. "Molson employees participated in 34 volunteer projects across the country in 2007, contributing approximately 4,000 volunteer hours," notes Kevin Boyce, Molson President and CEO. "Today's initiative in support of Raising the Roof kick-starts 2008 with an astounding 1,100 volunteer hours. It's amazing the difference we can all make in our communities if we get together and volunteer, even for an hour".

For more information on long-term solutions to homelessness and how you can help, visit www.raisingtheroof.org. The Toque Campaign will be going strong in communities across Canada from now until the end of February. Buy a toque at participating Home Depot stores while supplies last. Wear your toque with pride!

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