



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

Whitehorse, Yukon: December 14, 2006 - Raising The Roof, Canada's only national homelessness charity, launched its 2007 Toque Campaign for the Yukon today.

Canadian-made toques are being sold for \$10 at Coast Mountain Sports, RBC and the Yukon College Bookstore so pick up one up as a stocking stuffer before they run out.

Proceeds support Raising The Roof's local partner agencies that provide direct services to homeless men, women and children within communities across Canada. Here in the Yukon, your support goes to the NFA Outreach Van.

"With the amazing support and participation of local business and community groups here in Whitehorse, we're involving Canadians throughout the country to assist homeless families and individuals," says Sean Gadon, president of Raising The Roof. "This year, we expect to increase awareness on the need for action, and to raise even more money to help Canadians in need of homes and support."

This is the third time in the campaign's ten-year history that toques are being sold through sports retailer, Coast Mountain Sports. Traditionally, toques are sold through volunteers from December to February. This year's goal is to sell more than 80,000 Raising The Roof toques by "Toque Tuesday", on February 6th, 2007.

"Coast Mountain Sports is delighted to be partnering once again with Raising the Roof," says Paula Lynde, store manager. "We support this initiative because it directly impacts the health of our community."

Toque campaign spokesman Roger Abbott of the Royal Canadian Air Farce 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 million to 103 Canadian agencies working at the community level to alleviate homelessness. The Toque Campaign is supported by a number of local and national corporate partners.

For further information:

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