



# NEWS RELEASE

Feb. 6, 2007

Contact: Kera Wilkinson, Raising The Roof/Cornerstone  
(613) 727- 4723 ext. 5520 (office)  
(613) 850-0468 (cell)  
wilk0093@algonquincollege.com

FOR IMMEDIATE RELEASE

## **Ottawa Raising The Roof with Cornerstone**

Community leaders, local politicians, and Ottawa citizens gathered today at Ottawa City Hall for the 10<sup>th</sup> annual Raising The Roof Toque Tuesday Event - an awareness and fundraising event to support finding solutions to ending homelessness.

Ottawa Centre MP Paul Dewar, Ottawa Centre MPP Richard Patten, and Mayor Larry O'Brien were on hand to show that Ottawa supports the fight against homelessness. Her Excellency the Right Honourable Michaëlle Jean supported the event with a message read to the crowd. Mayor Larry O'Brien kicked off the event by purchasing the first toque!

Enthusiastic city councillors and Dewar showed their support by competing in the annual Councillors' Challenge, racing to sell the most toques along Elgin Street.

-more-

Toques – 2

Proceeds from the campaign will go to Cornerstone, a local charity that provides shelter and supportive housing to homeless women. This year's campaign showed overwhelming support coming from many parts of the community including individuals, churches, local schools and businesses.

“Raising The Roof is a perfect demonstration of the way that communities can come together to support the creation of affordable housing,” says Sue Garvey, director of Cornerstone. “This is the most important way to help people to move out of homelessness toward dignity and self-reliance. Cornerstone is thrilled to be a Raising The Roof partner.”

Raising The Roof is a national fundraising and awareness campaign in support of affordable housing initiatives across Canada. The campaign will run until the end of February. Toques can be purchased for \$10 at Home Depot, downtown Starbucks locations, and Body Shop locations while supplies last.

The Toque Campaign is supported by a number of national corporate partners including Direct Energy, Global Television, CTN, ecentricarts, The Bargains Group and The Home Depot Canada.