



Toque Tuesday 2017

Media Kit

#ToqueTuesday #rtrtoque #ToqueSelfie
#ToqueTurns20 @RaisingtheRoof

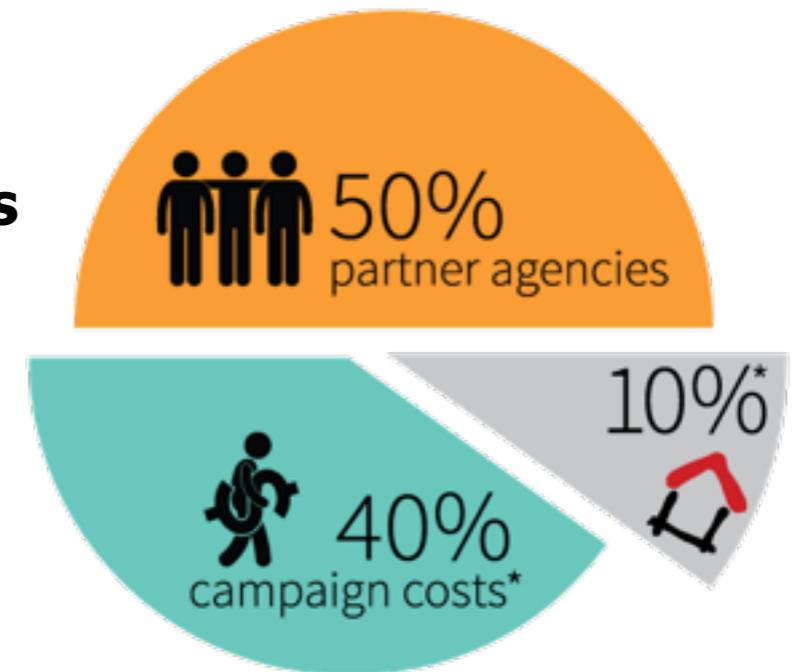
“Buying a toque today to prevent homelessness tomorrow.”



What's Toque Tuesday?

Since 1997, the annual Toque Campaign has supported nearly 200 community agencies across Canada, raising more than \$7 million to date in support of long-term solutions to homelessness.

- 50% of gross proceeds go to community Partner Agencies working directly with people experiencing homelessness
- Remaining proceeds, after campaign costs, go to Raising the Roof's national homelessness prevention initiatives



Toques Tuesday falls on the first Tuesday in February each year in communities across the country. This year marks the 20th anniversary of Toque Tuesday and takes place on Tuesday, February 7th, 2017.

Who's Participating?

50+ Community Partner Agencies from across the country will be participating in Toque Tuesday. Volunteers will take to the streets, shopping malls, and transit hubs, encouraging passers-by to purchase toques, mittens, and socks.

Our National Partners provide financial, media, and volunteer support.

Our 2017 National Partners are:



Where is it?

Toque sales will take place at over 18 locations across the GTA, including TTC stations and the PATH. Media are encouraged to visit one of two central locations:

- **Primary Location — RBC Plaza (200 Bay Street - PATH level)**
- **Secondary Location — First Canadian Place (100 King St. West - PATH level)**



Representatives from Raising the Roof and our National Partners, the Canadian Traffic Network and Paul Davis, will be on-site for interviews.

Past Campaign Successes

Toque Tuesday 2016 was incredibly successful. Campaign highlights include:

- **Over 40 events and selling locations across the country**
- **Outstanding social media engagement**
 - **Over 500 original #ToqueTuesday tweets, with thousands of retweets**
 - **Facebook reach of 12,000+ on Toque Tuesday alone**
 - **#ToqueSelfies from people across the country, including Toronto Mayor John Tory, Norm Kelly, and many more**
 - **#ToqueTuesday trending in Canada for over 4 hours**
- **Features on CTV News, Global News, and CBC Radio, adding to the total 30+ features and articles in news media across the country**



Press Release

FOR IMMEDIATE RELEASE

20 Years of Toque is here!

(Toronto, ON) February 7th, 2017 – Since 1997, Raising the Roof and over 200 community Partner Agencies have sold toques to help end homelessness in Canada. Twenty years later, we're more than \$7 million closer to helping the 235,000 Canadians that experience homelessness each year. We invite you to celebrate this 20th Anniversary hallmark with us and attend a local event.

Where can I find the Toque Tuesday evens in Toronto?

Toque Tuesday 2017 will take place on **Tuesday, February 7th**. Toque sales will take place at over 18 locations across the GTA, including TTC stations and the PATH. Media are encouraged to visit one of two central locations:

Primary Location - RBC Plaza (200 Bay Street - PATH level)

Secondary Location - First Canadian Place (100 King St. West - PATH level)

Time: **8:00 am**

Who and what will be there?

Representatives from Raising the Roof and our National Partners, the Canadian Traffic Network and Paul Davis, will be available on-site for interviews. Additionally, volunteers will be on-scene from morning until night selling toques, mittens, hats and socks to passersby. The high-traffic locations mean great opportunities for live shots of selling toques to Torontonians!

There will also be two unique executions created by our pro-bono partner, Leo Burnett. This includes the Raising the Roof 'house' kiosk and an additional pop-up at our secondary location meant to illustrate the often-forgotten spaces that homeless Canadians call home.

Where does the money go?

50% of each item sold directly benefits community agencies across the country with remaining proceeds (after campaign costs) supporting Raising the Roof's national homelessness prevention initiatives. This means that each and every toque purchase is making a real difference.

A big THANKS to...

Our National Partners – the Canadian Traffic Network and Paul Davis Restoration – for their incredible support of the Toque Campaign and Toque Tuesday events. We also thank our community Partner Agencies, volunteers, and supporters who each year make a difference in the lives of people experiencing homelessness.

About Raising the Roof:

Raising the Roof provides national leadership on long-term solutions to homelessness through partnership and collaboration with diverse stakeholders, investment in local communities, and public education.

For more information, visit: www.raisingtheroof.org

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**For additional information on media opportunities for Toque Tuesday,
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