



FOR IMMEDIATE RELEASE

The Push for Change Foundation
c/o 3242 Mayne Crescent
Coquitlam, BC V3E 1N1

The Push for Change Campaign has launched and is looking for your help to end youth homelessness in Canada!

***May 31, 2016** - On May 1, 2016, Joe Roberts, former homeless youth, began pushing a shopping cart across Canada, a 9,000km, 17-month journey, to raise awareness and dollars to prevent and support the end of youth homelessness. The small but mighty team of 4; Joe Roberts - Spokesperson, Marie Roberts - Campaign Director and Robert Cook - Road Manager, and Nicole Button – PR Specialist, departed Cape Spear, NL on May 1st, 2016 and will conclude in Vancouver, B.C on or about September 30th, 2017. The Team is looking for people across Canada to become Community Champions in their areas, to host events aimed at raising awareness and funds to prevent youth homelessness.

The Push for Change aims to

- Engage the country with the “Possibility” of ending youth homelessness as we know it
- Discuss actions to Prevent, Reduce and End Youth Homelessness
- Create a country where vulnerable youth are supported at the crucial crossroads in their life — keeping them engaged in school and community and preventing them from entering homelessness
- Raise money to support prevention models and local emergency services
- Inspire a nation with the idea that anything is possible
- Engage the people in this country to take personal action to make a difference
- Raise \$17,000,000 to prevent youth homelessness
- Engage in over 400 community and school events across Canada

Throughout this journey, Joe and The Push for Change Team will engage with Canada’s population by participating in over 400 school and community events. The Team is looking for Community Champions in towns and cities all across Canada to host events, fundraise and help spread awareness of the National issue of youth homelessness. This is an opportunity to be a part of Canadian History, by changing the future for our youth.

Executive Director Joe Roberts says, “The key is in prevention combined with emergency services and sustainable housing. Often the issue of prevention is one that is overlooked, but it’s the one that offers the best hope for helping young people transition safely into adulthood. It is also the most cost effective and pragmatic approach to investing in a problem that looks like it has no end. If we keep doing what we have always done, we will keep getting what we have always gotten.”

Visit <http://www.thepushforchange.com/host-event/> to find out more about becoming a Community Champion, how to Host an Event, participate in our SleepOut Challenge, Walk with Joe, or Celebrity Cart fun(d)raisers, or book a school presentation. The Push for Change has proudly partnered with Chimp as a fundraising agent www.chimp.net, who will assist in setting up fundraising and event pages. Get involved and share your passion with thousands across Canada who believe ending youth homelessness is possible.

During the campaign (May 1, 2016 through September 30, 2017), *all donations received will be allocated to Raising the Roof for The Upstream Project.

**Where a youth homelessness organization takes part in the planning and execution of a PFC Community event, 50% of the funds raised will be donated back to their organization.*

Fundraising proceeds from this endeavor will be allocated to Raising the Roof, www.raisingtheroof.org, to fund the Upstream Project – a school based prevention framework to end youth homelessness.

For more information visit www.thepushforchange.com, Facebook: The Push for Change and Twitter: @pushforchange

National Partners - A Way Home, Raising the Roof, National Learning Community, the Canadian Observatory on Homelessness and the Homeless Hub

Presenting Partner - United Association of Canada

For more information on our National and Presenting Partners visit
<http://www.thepushforchange.com/partners/>

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. www.raisingtheroof.org

The Push for Change Foundation is a National charity led by Joe Roberts, a successful businessman who was homeless as a teenager. Joe will push a shopping cart (a symbol of homelessness) across Canada, raising awareness regarding youth homelessness prevention, engaging communities, and raising funds for the Upstream Project. Canada Revenue Agency Charity # (86361 6017 – RR0001) www.thepushforchange.com

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