



## FOR IMMEDIATE RELEASE

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

---

### **The National Launch for *The Push for Change* Campaign.**

**The small but mighty team of 3; Joe Roberts - Spokesperson, Marie Roberts - Campaign Director and Robert Cook - Road Manager, will depart Cape Spear, NL on May 1<sup>st</sup>, 2016 and conclude in Vancouver, B.C on or about September 30<sup>th</sup>, 2017.**

**April 11, 2016** - On May 1, 2016, Joe Roberts, former homeless youth, will push a shopping cart across Canada to raise awareness and dollars to prevent and support the end of youth homelessness. This national trek will begin May 1, 2016 from St. John's, Newfoundland and end on or about September 30, 2017 in Vancouver, British Columbia, a 9,000km, 17-month journey.

### **The Push for Change aims to**

- Engage the country with the “Possibility” of ending youth homelessness as we know it today
- Discuss what we need to do 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

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.

### **A peek at key events:**

July 1, 2016 – Canada Day Celebration, Halifax NS  
September 23, 2016 – Welcome PFC into Ontario, Ottawa, ON  
October 23, 2016 – Yonge/Dundas Square, Toronto, ON

December 31, 2016 – New Year’s Eve Countdown, Barrie, ON

So why youth homelessness, other than the personal connection for Joe? Executive Director Joe Roberts says, “Because we now know what needs to happen if we ever want to end youth homelessness. 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.”

The campaign is both an awareness and fundraising endeavor which teams up with educators, organized labor, law enforcement, political, and both national and local community based organizations to spread the message. Fundraising proceeds from this endeavor will be allocated to Raising the Roof, [www.raisingtheroof.org](http://www.raisingtheroof.org), to fund the Upstream Project – a school based prevention framework to end youth homelessness.

Canada has a history of spawning extraordinary individuals who have fought the odds and taken on personal journeys that make a difference. The Push for Change is humbled to follow these extraordinary examples as we connect to our vision that:

- Ending Youth Homelessness is possible.
- We believe all young people deserve to reach their full potential.
- We believe inspired action can change the world.

There are many ways to get involved, as an individual or group. Share the conversation on social media using #pushforchange. Please visit [www.thepushforchange.com](http://www.thepushforchange.com). Host an event, participate in our SleepOut Challenge, Walk with Joe, or Celebrity Cart fun(d)raisers, book a school presentation, or attend a community event near you.

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.*

**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](http://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](http://www.thepushforchange.com)

Local and National Media agencies are formally invited to contact Nicole Button to schedule interviews with Joe Roberts by telephone.

**Nicole Button, PR Specialist**  
**The Push for Change**

**Twitter:** @NicoleButtonPFC

**Phone:** 709-771-4719

**Email:** nicole@thepushforchange.com

**Web:** [thepushforchange.com](http://www.thepushforchange.com)

###