

FOR IMMEDIATE RELEASE

On Toque Tuesday, help the homeless in your community!

(National) February 2, 2016 –Raising the Roof’s 19th Annual Toque Tuesday takes place on February 2nd. Canadians across the country are encouraged to purchase a toque, mittens or socks in support of long-term solutions to homelessness.

Together, let’s support the 235,000 Canadians who experience homelessness each year. Get your toque today!

What can I do on Toque Tuesday?

On Tuesday February 2nd, we invite you to attend the Partner Agency event in your community and buy a toque in support of lasting solutions to homelessness. We also invite you to JOIN THE CONVERSATION! Share your #ToqueSelfie on Facebook, Twitter and Instagram using #ToqueTuesday, #rtrtoque, and @RaisingtheRoof.

Where can I purchase my toque items?

From morning to night, volunteers from 49 community Partner Agencies across the country will take to the streets, shopping malls and transit hubs, encouraging passers-by to purchase toques, mittens and socks. A complete [event listing](#) is available. Toque items can also be purchased [online](#).

What items are available?

This year, we have you covered from head to toe! Several different toques are available, as well as mittens and socks. Please visit the [website](#) for more information.

Where does the money go?

Since 1997, Raising the Roof’s Toque Campaign has raised **\$7 million** in support of long-term solutions to homelessness. With 50% of the gross proceeds benefiting community agencies across the country and remaining proceeds covering the cost of the campaign and supporting Raising the Roof’s national homelessness initiatives, toque purchases are making a real difference in the lives of thousands of Canadians each year.

A big THANKS to...

... Our National Partners – the Canadian Traffic Network, Intact Financial Corporation, and Paul Davis – 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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