



Toque Tuesday 2016

Media Kit

#ToqueTuesday #rtrtoque #ToqueSelfie
@RaisingtheRoof



***The only thing more Canadian than a
toque is the generosity of our people
who understand that homelessness
is unacceptable, and a problem that
can be solved.*** 

**Stephen Gaetz, Raising the Roof Board President and
Director of The Homeless Hub**

What's Toque Tuesday?

Since 1997, Raising the Roof's Toque Campaign has raised **\$7 million** in support of long-term solutions to homelessness across Canada.

Where the money goes:

- **50%** of gross proceeds support community Partner Agencies working directly with people experiencing homelessness
- Remaining proceeds (after campaign costs) support Raising the Roof's national homelessness prevention initiatives



Toque Tuesday is the campaign's focal event, taking place on the first Tuesday in February each year in communities across the country. This year, Toque Tuesday is on February 2nd, 2016.

Who's Participating?

49 Community Partner Agencies from across the country will be participating in Toque Tuesday. Volunteers will take to the streets, shopping malls, transit hubs and other high-traffic public areas to sell toques, mittens and socks in support of long-term solutions to homelessness.

Our **National Partners** provide financial, media and volunteer support. 2016 National Partners are:



Where is it?

- **200 Bay Street (RBC Atrium) Primary Media Location, Toronto**
 - Representatives from GTA community Partner Agencies as well as spokespersons from National Partners CTN, Intact Financial Corporation and Paul Davis will be available from 8 – 9:00am.
 - Installation from Leo Burnett Toronto .
- **TTC and PATH Locations (Toronto)**
 - Volunteers from Raising the Roof, West Neighbourhood House, Sherbourne Health Centre, Houselink Community Homes, Our Place Peel and 360kids, as well as Intact Financial Corporation and Paul Davis, will be selling toques items across the city in subway stations and along the PATH.
- **Outside of the GTA**
 - Community Partner Agencies across the country will sell toques and host events. A full event listing can be found [here](#).

*Spokespersons from Partner Agencies, National Partners, and Raising the Roof are available for interviews or for appearances on news or morning television shows.

Please contact [Caitlin Boros](#) at 416-489-2848 to schedule.

Past Campaign Success Stories

Toque Campaign 2015:

- **40+** events and selling locations across the country
- **National news coverage**, including Global TV's Toronto morning show and Breakfast Television
- More than **\$25,130** dollars raised on **Toque Tuesday** 2015 in Toronto alone
- **Social media** engagement on Facebook, Twitter and Instagram, including high-profile #ToqueSelfies
- **\$450,000** raised (total)



Press Release

FOR IMMEDIATE RELEASE

On Toque Tuesday, help the homeless in your community!

(National) February 2, 2016 –Raising the Roof’s 19th Annual Toque Campaign 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

MEDIA CONTACT:

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For additional information on media opportunities for Toque Tuesday, please contact **Caitlin Boros**, Marketing and Communications Manager, at caitlin@raisingtheroof.org or 416-489-2848

Click [here](#) for more information about Toque Tuesday.

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