



Media Advisory

ATTENTION: PHOTO DESK, ASSIGNMENT EDITORS, HOME & LIFESTYLE EDITORS

RAISING THE ROOF SUPPORTS CANADA'S HOMELESS

National Toque Campaign Launches November 22, 2005

Starting on **Tuesday November 22nd, 2005** Haligonians can take a step to help eradicate homelessness within their community by purchasing a Canadian-made toque at any The Home Depot store in Halifax, and across Canada. Toque sales support Raising The Roof, a national homelessness charity, and proceeds raised in Halifax will be allocated to homelessness organizations within the community. It is no coincidence that the start of this very worthwhile campaign coincides with National Housing Day – reinforcing for all Canadians the importance of having a place to call home.

Join Mayor Peter Kelly, Host, Jason Buchanan, National Board Member, Darcy Harvey, Raising the Roof and Executive Director, Cynthia Carroll of the Halifax Youth Bridge Society at The Home Depot to demonstrate your support for Raising The Roof and long-term solutions to homelessness. The goal is to sell more than 72,000 Raising The Roof Toques, by Toque Tuesday February 7, 2006.

- WHAT:** The launch of the 2006 Raising The Roof Toque Campaign in Halifax
- WHO:** **Jason Buchanan – Chair of Raising the Roof steering committee and Host**
Mayor Peter Kelly -Halifax
Darcy Harvey - National Board Member, Raising the Roof
Rob Forgie - Area Manager, Canada East, The Home Depot
Cynthia Carroll – Executive Director, Halifax Youth Bridge Society
- WHEN:** Tuesday, November 22nd, 2005 – National Housing Day
At 12:30 p.m.
- WHERE:** The Home Depot, Halifax Store
368 Lacewood Drive
Halifax, NS
B3S 1L8
- PHOTO OP:** **Mayor Peter Kelly “toquing” the first customer – Rob Forgie, Home Depot Canada - of the 2006 Halifax Toque Campaign.**

About Raising The Roof:

Raising The Roof is Canada's only national charity dedicated to long-term solutions to homelessness. Its 2005/2006 toque campaign is taking place across Canada and is supported by a number of corporate partners including Global Television, Direct Energy, The Bargains Group, ecentricarts, RBC and Home Depot Canada.

For further information, please contact:

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Raising the Roof

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