

## Media Release

# 80,000 TOQUES FOR TOQUE TUESDAY RAISING THE ROOF -- HELP PUT A CAP ON HOMELESSNESS!

Toronto, ON – January 31, 2007

Community and Social Services Minister Madeleine Meilleur will join corporate partners and community volunteers in Toronto on Tuesday February 6 to celebrate Raising the Roof's 10<sup>th</sup> Annual Toque Tuesday Campaign.

**"I am happy to be celebrating Toque Tuesday with Raising the Roof,** Canada's only national charity solely dedicated to long-term solutions to homelessness," Minister Meilleur says. "I support its mission to **build awareness** about homelessness, **raise funds** for community homelessness agencies and give corporations, organizations and individuals from all walks of life **the opportunity to address homelessness** nationally and in their own communities."

Joining Minister Meilleur at the Queens Park station of the TTC, will be volunteers from national partners Direct Energy and The Home Depot Canada. This year's goal is to sell more than 80,000 toques across Canada by Feb. 28. Volunteers from St. John's to Vancouver will be hitting the streets in a toque-selling blitz. Toques are also on sale at The Home Depot Canada.

In Toronto, volunteers from local community groups, schools and Direct Energy will be selling toques at select TTC stations from 7:00 – 9:00 a.m. and again from 4:00 – 7:00 p.m. on Toque Tuesday February 6 -- Raising the Roof's national public awareness day.

"We can end homelessness in Canada," says Sean Gadon, President of Raising the Roof. "With the support of corporations, community groups, governments and individuals we are making a real difference in communities across the country."

"The proceeds from this year's campaign will help make a difference for Toronto's homeless youth," says Clovis Grant, General Manager, Eva's Phoenix. "We are very thankful for the tremendous corporate and community support for Toque Tuesday. The money raised will help homeless youth get the support they need to rebuild their lives."

Raising the Roof invites you to **buy a toque at The Home Depot** or purchase one from one of the many volunteers. **Wear your toque with pride on Toque Tuesday February 6, 2007!**

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