

There are solutions for Canada's 65,000 Homeless Youth. Crystal Glass is Putting a Cap on Youth Homelessness!

Edmonton – November 24 – Buy a toque and help break the cycle of youth homelessness. With more than 65,000 homeless youth in Canada, Crystal Glass has stepped up to put a cap on the issue as Regional Partner in the annual Raising the Roof Toque Campaign.

In Edmonton, the Toque Campaign launches on November 26, with the sale of these stylish \$10 head warmers at all 45 western Canadian Crystal Glass locations. Toques fund solutions, and all funds raised by Crystal Glass will go directly to Raising the Roof's Youthwork's program which engages the private sector in programs offering at-risk youth life skills training, mentorship and employment skills.

"Youth are not homeless by choice", says Maureen Deery, Director of National Campaigns at Raising the Roof. "Most come from unstable living environments and family situations. Wonder what differences a toque can make? For every toque sold we are able to provide a bus pass or work clothing for one youth's all important first job. For every 10 toques sold we are able to provide supported housing for one youth for a week, as we work to provide the life-skills that will allow him/her to break away from street culture. For every 200 toques sold we are able to put a youth through school for a year or connect him or her to an apprenticeship program for 1 month. These are real, long-term solutions for our homeless youth today. "

Crystal Glass purchased 5,000 toques to raise \$50,000 for Youthworks. It is offering them for sale to the community. "We have always strived to give back to our community," said Crystal Glass General Manager Ken Franczek. "That's why participating in the Raising the Roof Toque Campaign is so important to us. We recognize youth homelessness is a serious issue, that there are solutions, and that wearing a Raising the Roof toque is an easy and fun way for everyone to participate in those solutions."

Raising the Roof is Canada's only national charity focusing on long-term solutions for youth homelessness. The campaign runs from November 26 to February 28 and is nationally sponsored by Virgin Mobile Canada, Lead Partner and by Canadian Traffic Network. For more information visit: crystalglass.ca or raisingtheroof.org

- 30 -

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