

FOR IMMEDIATE RELEASE

Help us commemorate 20 years of Toque Tuesday!

(National) February 7, 2017 – Join Raising the Roof and our Partner Agencies across the country in celebrating 20 years of selling toques, socks, and mittens in support of long-term solutions to homelessness.

Together, we can put an end to homelessness for the 235,000 Canadians who experience it each year.

What can I do on Toque Tuesday?

On Tuesday, February 7th, we invite you to attend the Partner Agency event in your community and buy a toque. You can also JOIN ON THE CONVERSATION! Share your #ToqueSelfie on Facebook, Twitter and Instagram using #ToqueTuesday, #rtrtoque, and @RaisingtheRoof.

Where can I purchase my Toque?

From morning to night, volunteers and 50+ 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. All events can be found on Raising the Roof's [online calendar](#). Toque items can also be purchased online at www.raisingtheroof.org/toque-shop.

What items are available?

We've got you covered from head to toe! Several different toques are available, as well as mittens, socks, and a brand new baseball cap. Please visit the website for our full list of toque items.

Where does the money go?

Since 1997, Raising the Roof's Toque Campaign has raised more than \$7 million in support of long-term solutions to homelessness. 50% of each item sold directly benefits community agencies across the country, with remaining proceeds (after campaign costs) supporting Raising the Roof's national homelessness prevention initiatives. This means that each and every toque purchase is making a real difference.

A big THANKS to...

Our National Partners – the Canadian Traffic Network and Paul Davis Restoration – 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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