

MEDIA RELEASE: December 16, 2009

**HAT'S OFF – IT'S TOQUE TIME!
HELP PUT A CAP ON YOUTH HOMELESSNESS IN PEEL**



Mississauga, Ontario

Raising the Roof is Canada's only national charity dedicated to long-term solutions for homelessness. For the 2010 campaign launched in November 2009, Our Place Peel is participating in the GTA program and will receive part of the proceeds from this year's Toque Campaign. Our goal is to invite the residents of Peel to come together and participate in solutions to end youth homelessness by buying and wearing a Raise the Roof toque. The toques come in three colours: beige, red and black.

Sale of these \$10 toques directly helps homeless or at risk youth. Five (\$5) dollars from each toque sold on behalf of Our Place Peel goes towards providing shelter, food and support for homeless and at risk youth. For example, for every toque sold we are able to acquire two bus tickets for our youth to get to school, work or to access resources in the community. For every 10 toques sold we are able to provide a night at the shelter with hot meals, support and hope. These are real basic needs for the homeless and at risk youth in Peel Region today.

Our Place Peel is a non-profit agency that provides community leadership to address the needs of youth ages 16 to 21 within the Region of Peel. It operates a 14 bed emergency youth shelter located in Mississauga and a six bed residential program in Brampton. The agency was founded in 1985 and exists to provide advocacy, education, residential and support services. Through programs designed to empower youth, we strive to instill hope and enhance lives by providing counselling and resources along with the basic necessities of life.

If your company, community group, church, family or friends are interested in being part of the Raising the Roof Toque campaign in support of Our Place Peel please contact 905-238-1383 or email info@ourplacepeel.org. Individual toques can also be purchased for \$10 each from Our Place Peel. For more information on Our Place Peel visit www.ourplacepeel.org.

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