



shelter. support. hope.

FOR IMMEDIATE RELEASE
PUT A CAP ON YOUTH HOMELESSNESS



January 11, 2011, Mississauga, Ontario – Our Place Peel is proud to announce that we will be participating in the Raising the Roof Toque Campaign for the second year.

Last year, Our Place Peel was able to raise \$4,880.00 through the toque sales. The goal for the upcoming campaign is to sell 1000 toques. BUT, we need your help.

Raising the Roof is national fundraising and awareness initiative in which schools, businesses and community groups sell trademark Raising the Roof toques to raise funds for local community homelessness agencies. This year, Raising the Roof is joined by national sponsors; Intact Insurance and the Canadian Traffic Association.

If you are interested in purchasing a toque(s) or if you would be willing to sell toques on behalf of Our Place Peel, please contact Christy Upshall at the shelter. 905-238-1383 ext. 32 or email cupshall@ourplacepeel.org.

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