

**FOR IMMEDIATE RELEASE**  
**Monday, March 6, 2017**



## **Socketing it to Our Place**

### ***Local elementary schools plan sock battles for the homeless***

**VICTORIA, B.C.** – It may be difficult to imagine, but local charity Our Place delivers up to 100 pairs of socks daily to the street-entrenched and impoverished of Victoria.

That's why Fairfield United church minister Rev. Beth Walker is teaming up with Our Place and 10 local elementary schools on a campaign to collect thousands of pairs of socks to warm the feet of Victoria's most vulnerable.

Best of all, the clothing drive will be pure schoolyard fun that will see participants lobbing sock bombs at their school principals.

"It is fantastic to have so many schools participating in this fun event," says Don Evans, executive director of Our Place. "Socks are essential clothing but they are not easy to acquire or maintain when people lack access to laundry facilities or income to purchase them."

Rev. Beth Walker agrees. "This simple act of collecting socks for others increases awareness about the conditions in which some members of our community live. The act of tossing socks is a fun game to inspire participation, but when you pair the collection with information, stories and conversation about what it's like to experience homelessness, it also builds compassion and empathy."

The event will take place from March 13 to March 17, and the participating schools are:

- Eagle View Elementary
- George Jay Elementary
- Lake Hill Elementary
- Margaret Jenkins Elementary
- McKenzie Elementary
- Northridge Elementary
- Quadra Elementary
- Sir James Douglas Elementary
- South Park Elementary
- Tillicum Elementary

**FUN MEDIA OPPORTUNITY:** If you would like to send a videographer or photographer to one of the Sock Toss events, we will be happy to arrange. Please Call Tracy at 250-388-7112 ext. 259.

Our Place is a unique inner-city community centre serving Greater Victoria's most vulnerable: working poor, impoverished elderly, mentally and physically challenged, addicted and the homeless. Individuals and businesses provide the majority of financial support for its programs and services. Our Place provides over 2,000 meals per day, hot showers, education, job skills, free clothing, counseling and outreach services, plus over 200 transitional housing units. Most importantly, it provides a sense of hope and belonging to our neighbours in need.

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**For further information, please contact:**

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