

FOR IMMEDIATE RELEASE
Wednesday, Dec. 6, 2017



Our Place launching Coldest Night of the Year

Public invited to team up and raise awareness about people suffering homelessness

VICTORIA, B.C. – For the first time, Our Place is participating in Canada's National Walk for Homelessness by inviting the public to gather family and friends for the Coldest Night of the Year on Saturday, Feb. 24, 2018.

“We’ve made participation really simple,” says Lori Angelini, director of development at Our Place. “People gather a team of friends together, register online, and join us on Feb. 24 for either a 2, 5 or 10 kilometer walk.”

The website to register is: <https://cnoy.org/location/victoria2>, plus Our Place is hosting an information session for the public to learn more this Friday, Dec. 8 at 4 p.m. in the Our Place Chapel, 919 Pandora Avenue.

“Despite the cold, it’s going to be a fun evening for a stroll,” adds Angelini. “We will have toques available, plus hot chocolate, and a warm meal after the walk.”

While the family-friendly walk will raise much-needed funds for Our Place, it also offers people an opportunity to meet and connect with the homeless community they’ve come to support.

“On the coldest nights, we try to get as many people indoors as possible,” says Don Evans, executive director of Our Place. “But, unfortunately, there are still people left outside. This walk allows the community to come together and show how much they care about the most vulnerable members of society.”

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 1,800 meals per day, hot showers, education, job skills, free clothing, counseling and outreach services; plus 135 transitional housing units and 60 overnight shelter mats. Most importantly, it provides a sense of hope and belonging to our neighbours in need.

-30-

For further information, please contact:

Grant McKenzie, Director of Communications
T: 250-388-7112 ext. 225

Cell: 250-217-2406

Email: grantm@ourplacesociety.com