CIVIC SQUARE POPS-UP FOR TOQUE TUESDAY

Welland, ON - The Hope Centre is popping up for Toque Tuesday tomorrow and popping by Welland Civic Square. Toque Tuesday is an annual national initiative led by Raising the Roof to combat homelessness in Canada. The Toque Tuesday campaign inspires volunteers and supporters all across Canada to sell toques in support of partner agencies that work with people experiencing homelessness.

On February 5, 2019, The Hope Centre is hosting a pop-up toque shop outside of Welland Civic Square. Hope Centre volunteers will serve Tim Hortons coffee to those who brave the cold and stop by to make a toque purchase. The event will run from 7:00 a.m. to 9:00 a.m. outside the frontal exterior of Civic Square, located at 60 East Main Street.

Proceeds from toque sales help fund homelessness initiatives operated by The Hope Centre. The local agency manages programs that support vulnerable citizens who struggle with poverty, homelessness, housing, and food insecurity.

Toques can also be purchased throughout February by visiting The Hope Centre at 570 King Street. A variety of toques are available for $15. Ball caps and mittens are also available to purchase for $20.

What is Raising the Roof's Toque Campaign?

The national Toque Campaign is an annual event that takes place on the first Tuesday in February. Proceeds from the event benefit partner agencies that work directly with people experiencing homelessness. Since 1997, Toque Tuesday has supported nearly 200 community agencies across Canada, raising more than $8 M in support of long-term solutions to homelessness.

What is The Hope Centre?

For more than forty years, The Hope Centre has supported the most vulnerable citizens in Welland and the surrounding area by providing food and housing stability programs to empower change and combat poverty.

-30-

Contact: Shannon Munro, Fund Development and Community Hub Coordinator
The Hope Centre
905.788.0744 ext. 223
smunro@thehopecentre.net