

For Immediate Release

Friday, January 31, 2020



TOQUE TUESDAY INSPIRES DOWNTOWN WELLAND TO BE PART OF THE SOLUTION

Welland, ON - The Hope Centre is hosting its second annual Toque Tuesday at Welland Civic Square on Tuesday, February 4, 2020, from 8:00 a.m. to 10:00 a.m.

Toque Tuesday is a national initiative lead by Raising the Roof and takes place on the first Tuesday in February. The event welcomes Canadians to participate in a solution-based initiative to eradicate homelessness with a \$15 toque purchase and the opportunity to join the solution, rather than focus on the problem.

This Tuesday, The Hope Centre is back at Welland Civic Square, located at 60 East Main Street, to sell Raising the Roof branded caps and toques to all those who are willing to attend the event on a chilly February morning. Hope Centre staff will also be onsite offering toque buyers complimentary Tim Hortons™ hot coffee and doughnuts.

“We’re excited to be back at Civic Square again this year to continue with this fundamental initiative,” said Jon Braithwaite, Executive Director of The Hope Centre. “Engaging the community and welcoming them to join in solution-based initiatives is a great way to keep issues related to poverty and homelessness top of mind in our community.”

Proceeds from toque sales help fund homelessness initiatives managed by The Hope Centre. Essential programs support the most vulnerable citizens in Welland and help community members who struggle with poverty-related issues like homelessness, housing, and food insecurity.

Throughout February, toques can also be purchased by visiting The Hope Centre at 570 King Street, Welland, ON. A variety of toques and ball caps are available for \$15 each.

Raising the Roof’s Toque Campaign

Each year, the national Toque Campaign sees hundreds of volunteers and supporters selling toques across the country, with proceeds benefiting partner agencies, such as The Hope Centre. Since 1997, the annual Toque Campaign has supported nearly 200 community agencies across Canada, raising more than \$8 million in support of long-term solutions to homelessness.

The Hope Centre

For over 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 in their lives by increasing their future resilience to poverty and increasing their capacity to be self-sustaining.

-30-

Contact:

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

Theresa Ettore
Administrative Assistant to the Mayor
905.735.1700 ext. 2101
theresa.ettore@welland.ca