



For Immediate Release

## **FEB. 20 BRINGS THE COLDEST NIGHT ONCE AGAIN TO LETHBRIDGE**

LETHBRIDGE, January 19, 2016 – Streets Alive Mission is encouraging Lethbridge residents to bundle up and raise cold, hard cash for **The Coldest Night of the Year (WALK)**. A family-friendly winter fundraising event for Lethbridge's homeless, hungry and hurting, the WALK takes place on the evening of Saturday, February 20, 2016.

The WALK helps participants to better understand the experience of being on the streets during a cold Canadian winter, while raising funds to aid the work of Streets Alive Mission in providing much-needed support to members of our community. Marie McLennan, Associate Director of Philanthropy at Streets Alive Mission, noted:

*“You’ll be walking together with friends and family. It really can be a lot of fun! You might be chilly during the WALK for just a couple of hours. But think about it - it is no fun for the people who are cold ALL the time, every day, and all night. Please, sign up today to WALK with us, and help bring hope to the hopeless in Lethbridge. *Be cool, for one night, so that others will not be cold!*”*

### **QUICK FACTS:**

- Thousands of participants will be taking part in the WALK in an anticipated 100 cities across Canada.
- Participants register online at [www.coldestnightoftheyear.org](http://www.coldestnightoftheyear.org), in advance of WALK day. Walkers can register individually, or as part of a team.
- On February 20<sup>th</sup>, the Lethbridge WALK begins and ends at The Exhibition Park Grandstand where walkers will register, turn in the results of their fundraising efforts, and return at the end of the evening for a warm celebration meal.

- Donning iconic blue toques, participants will walk a 2km, 5km or 10km route, around Henderson Lake, and will warm up with toasty drinks at rest stops along the way.
- This is Streets Alive Mission's 5th year taking part in the Coldest Night of the Year, and they're aiming to raise \$40,000 for their work with the homeless in Lethbridge.
- An expected 200 walkers and 30 teams, including staff and friends of Streets Alive Mission and local businesses like Twig & Owl Tree Care, ATB Financial, South Country Treatment Centre, and others are expected to brave the cold winter's night.
- Streets Alive Mission has been serving Lethbridge for 26 years, and the funds raised in the Coldest Night of the Year will benefit their clients in a time of the year known historically for low levels of giving.

**SPECIAL MEDIA INVITATION:**

Brian Carney, CEO of Blue Sea Philanthropy (the national organization that runs The Coldest Night of the Year) will be visiting Lethbridge from Toronto on February 1<sup>st</sup>. All news/media outlets are invited to Streets Alive Mission (323 4<sup>th</sup> St S., Lethbridge) at 4pm for a brief press conference with Brian and local Mission / WALK representatives. Streets Alive Mission would greatly appreciate your attendance at this press conference, and your coverage/support of the Coldest Night of the Year WALK.

**PRESS CONFERENCE: February 1<sup>st</sup>, 4pm, Streets Alive Mission (323 4<sup>th</sup> St. S., Lethbridge).**

**For further information, contact:**

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**For National Event information, contact:**

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