



Media Advisory

May 5, 2015

YWCA KEEP A ROOF OVER THEIR HEADS® EVENT

On May 7, 2015, the YWCA of Calgary is hosting its 8th annual **YWCA KEEP A ROOF OVER THEIR HEADS®** fundraising event, presented by Hopewell Residential. Participating Calgarians will gain the opportunity to learn more about the barriers women experiencing homelessness face, as well as the option to ‘see one night through her eyes’ by sleeping homeless on a cot in the YWCA Winter Emergency Response program.

“Knowing that there are women and families who don’t have comfort and a safe place can be disheartening,” says Nadine McGrath, returning participant. “I’m participating again because I feel it’s the right thing to do. Everyone deserves a place to feel safe.”

Emcee Nirmala Naidoo, former CBC and Global news anchor, and YWCA staff will help participants navigate an emotional and thought provoking evening that will include a simulation of a night at the shelter as well as discussions of the issues of homelessness. All will awake the next morning with a new perspective and new ideas.

When: Thursday, May 7, 2015
Program 6:00 – 10:00 p.m.
Media opportunities 6:00 – 7:15 p.m.

Where: YWCA of Calgary, 1st floor 320 5 Ave SE (access from north side parking lot)

Media opportunities:

- Sue Tomney, Chief Executive Officer, YWCA of Calgary
- Margaret Michaud, Program Supervisor, YWCA Winter Emergency Response program
- Katrina Jackson, Chair, Hopewell Charitable Giving Committee and returning participant
- Nadine McGrath and Aisha Leung, returning participants

Photo Opportunities:

- YWCA Winter Emergency Response program shelter is set up with more than 50 cots
- More than 50 participants will line up in the YWCA north parking lot with their basic necessities in tow and individually experience the emergency shelter intake process

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About the YWCA of Calgary:

The YWCA of Calgary is the largest and longest serving women’s organizations in Calgary. Through its more than 100 year history, the organization has touched tens of thousands of lives and evolved its programs to meet the changing needs of women in the community. The YWCA offers more than 18 programs that create a continuum of service for women, and their families, who are struggling with poverty, homelessness, family violence and isolation. With their focus on empowering women to move from a place of vulnerability to one of resiliency, the YWCA continues to be there, when and where she needs us most.

For information and interview inquiries please contact:

Carla Link

Manager, Marketing & Communications, YWCA of Calgary

Phone: 403.705.5779 | Cell: 587.228.8663 | Email: clink@ywcaofcalgary.com