



it's cold out there
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MEDIA RELEASE

FEBRUARY 23rd BRINGS THE COLDEST NIGHT TO MONCTON ONCE AGAIN

Moncton, February 21 – Youth Impact is encouraging Moncton residents to bundle up and raise cold, hard cash for The Coldest Night of the Year (WALK). A family-friendly winter fundraising event for Moncton’s homeless, hungry and hurting youth, the WALK takes place **this Saturday** on February 23, 2019. Registration starts at 4pm and the walk commences at 5pm.

Thousands of participants will be taking part in the WALK in 135 cities across Canada. By walking together in the chill of the night, participants will better understand the experience of being on the streets during a cold Canadian winter, while raising funds to aid the work of Youth Impact in providing much-needed support to young members of our community.

The Moncton WALK begins and ends at the Moncton Lion’s Club, located at 55 Mark Ave., 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 toques, participants will walk a 2km, 5km or 10km route, and warm up with toasty drinks along the way. Rest Stops will be located at the two Youth Impact program locations which benefit from the proceeds of this event: Youth QUEST Central and Transitional Housing.

This is Youth Impact’s 6th year taking part in the Coldest Night of the Year, and they’re aiming to raise \$100,000 for their work with the homeless youth in Moncton. An expected 450 walkers and 50 teams, including staff and members of our lead sponsors –Ermen Plumbing and Heating and Rotary Club of Moncton West and Riverview, are anticipated to brave the cold winter's night. Sponsorship within the community has been generous and can all be viewed at www.cnoy.org/moncton, including supporting sponsors Lounsbury Group/BMW Moncton, Tangerine and Casino New Brunswick.

Youth Impact has been serving youth in Moncton for 34 years, and the funds raised in the Coldest Night of the Year will benefit their clients in a time of year historically known for low levels of giving.

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