

Media Release

FOR IMMEDIATE RELEASE

February 22, 2018



Canada-wide walk helps vulnerable populations locally

London, ON – On Saturday, Feb. 24th more than 20,000 Canadians – of all ages, in six time zones, in cities and towns from the Pacific to the Atlantic - will walk together in the “Coldest Night of the Year”. Although temperatures in London are expected to be well above average, no night is colder than when faced alone.

Locally, Mission Services of London is organizing the event for the seventh time; it expects 300 walkers and more than 60 volunteers. With a fundraising goal of \$65,000 this year, proceeds will be spread across the five Mission Services branches to help support men, women and children experiencing homelessness in London.

When: Saturday, Feb. 24, 2018

Where: Catholic Central High School (CCH), 450 Dundas Street, London

Registration Opens: 4:00pm

Walk Begins: 5:00pm – routes are 2.5km, 5km and 10km – walkers’ choice – in downtown area

Post Walk: Family friendly entertainment, activities, chili, and other light refreshments at CCH

Register/Info/Routes: cnoy.org/London

MEDIA CONTACT

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ABOUT MISSION SERVICES OF LONDON

Since 1951, **Mission Services of London** has been committed to serving London and area with compassion, diligence, integrity and hope. We provide shelter, food, clothing, counselling, support and outreach services through five branches: The Men’s Mission & Rehabilitation Centre, Community Mental Health Programs, Rotholme Women’s & Family Shelter, Quintin Warner House (addictions treatment program), and the Mission Store. Visit missionservices.ca. Find us on Facebook and Twitter.

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