

Media Advisory



For Immediate Release:

Coalition asks for Pledges to Turn Your Heat Off



Victoria, BC, November 9, 2012—The Greater Victoria Coalition to End Homelessness (Coalition) is asking the public to pledge to turn their heat off for 24 hours on December 7, 2012, and put themselves in the shoes of those without heat or home this winter.

“We’re asking people to turn their heat off so they can better understand the hardships of those that live on the street or in homes without heat,” said Andrew Wynn-Williams, Executive Director of the Coalition. “Many of us will never understand what it truly means to be homeless, or live in a home without heat, but being cold can perhaps help us gain at least some insight.”

People were turned away from *just one* Victoria emergency shelter more than 1,500 times between November and March last year – many were left without another option. The mean temperature between November and March in Greater Victoria is 3° to 6°C – hypothermia can begin in temperatures as high as 10°C.

Turn Your Heat Off Details:

Turn Your Heat Off for 24 hours starting at 9:00am on December 7, 2012.

To pledge to Turn Your Heat Off, visit www.TurnYourHeatOff.ca

The Greater Victoria Coalition to End Homelessness is a partnership of local service providers, non-profit organizations, all levels of government, and the business, post-secondary and faith communities. The Coalition’s vision is to end homelessness in Greater Victoria by 2018. For more information visit, victoriahomelessness.ca

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