

## *Media Advisory*

### **Calgarians take up challenge to sleep homeless**

CALGARY, April 29, 2010— Tomorrow evening, close to 100 Calgarians will give up the comfort of their own bed and sleep on a mat in the gym of the YWCA of Calgary as part of the RBC Keep a Roof Over Their Heads fundraiser.

The goal of the event is to raise awareness and money for the YWCA's housing facility, which turned away 778 women last year due to a lack of funds and resources.

- WHAT:** Interview/photo opportunity with spokespeople, sponsors and participants in the RBC Keep a Roof Over Their Heads fundraiser
- WHO:** Arlene Adamson – COO, YWCA of Calgary (fundraised to sleep over)  
Tasha Giroux – Regional Vice President, Calgary East, RBC (fundraised to sleep over)  
Chris Wells – 23-year-old Calgary male who signed up after seeing a bridge banner  
Domohina (first name and doesn't want to use last name) – 33-year-old Calgary female who signed up after seeing TV commercial and has experienced domestic violence personally  
RBC Olympians:  
Colleen Sostorics - Womens Hockey - 2010 Winter Games Gold Medalist  
Brady Leman - Ski Cross - 2010 Olympic Team  
Milaine (Mylene) Theriault - Cross Country Skiing (Retired) - participated in 1998, 2002 and 2006 Winter Games
- WHEN:** Friday, April 30  
6:30 p.m. Participants line-up outside building to guarantee a spot  
6:50 p.m. Doors open to the YWCA gym  
7 p.m. Registration
- Where:** YWCA of Calgary (320- 5 Ave. SE) Participants will line-up on the north side of the parking lot and there will be reserved media parking on the south side parkade.

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For further information or to arrange an interview, please contact: Silvana Saccomani, YWCA of Calgary Communications: 403.705.5779 or cell 403.874.5266 ([www.rbckeeperroof.com](http://www.rbckeeperroof.com))

#### **About the RBC Keep a Roof Over Their Heads**

RBC and the YWCA of Calgary partnered in 2008 to address the issue of homeless women in Calgary. The goal of the event is to support the YWCA of Calgary's work in housing, providing women with a safe place to stay while they transition to a permanent place to live. Each year, RBC matches the first \$50,000 raised.