

FOR IMMEDIATE RELEASE

September 26, 2011

MEDIA ADVISORY

Inn from the Cold Presents *INNspiration House Kickoff*

In partnership with Resolve by RPM Software

Who: Media and the public are invited to attend the launch of INNspiration House in support of Inn from the Cold and its Littlest Things campaign

What: A whimsical, model house which will travel through Calgary and surrounding areas, raising awareness about family homelessness.

Where: Alfred Balm's Residence, 27 Pumphill Close SW, Calgary

When: Tuesday, September 27 from 10:30 a.m. - 11:30 a.m.

INNspiration House is a miniature foam house which represents a vision of hope for homeless families in our community. Over the next few months, this little home will become a landmark, making its way through neighbourhoods and into corporations throughout Calgary.

Each recipient of INNspiration House is encouraged to make a donation to Inn from the Cold, and can then suggest the next location for the house to travel to. Its path will be tracked through social media, inviting the public to get involved.

The timing of this awareness initiative coincides with a dramatic increase in the number of families seeking the Inn's help. Unlike emergency shelters for individuals, family emergency shelters are often at capacity. For several weeks now, Inn from the Cold has been at its busiest, serving more guests than ever before in its 15-year history.



The organization recently launched a campaign, called Littlest Things, to raise awareness and funds to meet the growing needs of homeless families. For families experiencing homelessness, even the littlest things, such as washing clothes, bathing a baby or doing homework become the biggest challenge.

"There are many unique factors and challenges facing homeless families," explains Yvette Rasmussen, Executive Director, Inn from the Cold. "Every family member has specific needs and requires critical support. Overall, families require longer-term resources to successfully secure and maintain appropriate housing, and break the cycle of homelessness."

The money raised through INNspiration House and the Littlest Things campaign will go towards Inn from the Cold's programs and supports dedicated to helping families rebuild their lives. A mid-campaign update will be announced on Tuesday, October 4 at Encana Corporation, one of the many businesses that have stepped up to host INNspiration House.

"Encana is a proud supporter of Inn from the Cold, and hosting INNspiration House is a great way to showcase our partnership to staff and the public, while raising awareness about family

homelessness," says Lois Wozney, Community Involvement Advisor, Encana Corporation. "We know that great things happen when corporations, governments and individuals join forces to 'INNspire' others to get involved with family homelessness issues in Calgary."

One-on-one media interviews and photo opportunities will be available with Inn from the Cold and RPM Software spokespeople immediately following the launch of INNspiration House.

Are you INN? Join us as we "Track the Movement" through social media (@areyouINN on Twitter) on our journey to a community where no family is homeless! Please help us spread the word to all Calgarians.

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