

For Immediate Release

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## INTERNATIONAL MUSIC SENSATION *PLAYING FOR CHANGE* TAKES STAGE TO CELEBRATE CALGARIANS' COMMITMENT TO ENDING HOMELESSNESS

**Calgary** – Inn from the Cold is pleased to present international music group *Playing for Change* at MacEwan Hall on October 13, 2010. The group, featuring former and current street buskers from around the world, will bring its eclectic multi-media experience to Calgary as part of its North American fall tour. It is the band's first visit to Calgary.

Founded on the idea that music has the power to break down boundaries and overcome distances between people, *Playing for Change* was created to inspire, connect and bring peace to the world through music.

Inn from the Cold and Encana are presenting the concert in acknowledgement of Calgary's collective commitment to helping homeless families and ending homelessness in our community. The concert is the culmination of several busy months of fundraising and awareness-building, led by Inn from the Cold, a non-profit organization that provides emergency shelter and resources to homeless families and others in need.

"The Calgary community is incredibly supportive of the Inn's mission and we wanted to say 'thank you' for the thousands of hours and dollars given each and every year. Calgarians send such a positive message of compassion and hope to the guests we are so honoured to serve," says Yvette Rasmussen, Executive Director, Inn from the Cold. "Together, we are moving closer to fulfilling our vision of 'a community where no family is homeless'."

*Playing for Change* band members are also anticipating a great time in Calgary, stating, "We are looking forward to our Calgary concert and being part of such a great campaign to help end homelessness. With the support of the community, Inn from the Cold is working hard to end homelessness and we can't wait to be part of the celebration! Get ready to join our movement as we connect the Calgary community with music."

The band is also going to be a big part of the 30th Annual John Lennon Tribute at the Beacon Theater in New York City, on November 12, 2010. This year's Tribute will be a once-in-a-lifetime gathering of artists like Jackson Brown, Patti Smith, Cyndi Lauper, Joan Osborne, and many others, all gathered to celebrate the life, music and creative spirit of John Lennon. *Playing for Change* will also perform and the *Playing for Change Foundation* is the designated beneficiary for the Tribute event.

Inn from the Cold is proudly partnered with Calgary's 10-Year Plan to End Homelessness. Through the provision of over 30 critical programs and prevention networks offered at the Emergency Family Shelter, in conjunction with collaborative service providers, Inn from the Cold provides wrap-around services for shelter guests, as well as those at imminent risk of homelessness in the community.

### **About Inn from the Cold**

Inn from the Cold serves the needs of Calgary's most vulnerable citizens through the provision of shelter, help and hope. At the Inn, homeless families and others in need find a place of compassion – where their immediate needs are met. Through our Emergency Family Shelter and community-based temporary emergency shelter program, families and singles begin to rebuild their lives and end the cycle of homelessness, while becoming equipped with the skills and resources to build an independent and successful future.



In the spirit of community and collaboration, Inn from the Cold is proud to also unveil the "I am Inn" theme for 2010 - 2011.

***Thank you to the following corporate sponsors supporting Playing for Change:***

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