



it's cold  
out there  
cnoy.org

## Media Advisory

For Immediate Release

Choices for Youth

(709) 754-0446

ST. JOHN'S, NL – Today, Saturday, February 28, Choices for Youth (CFY) is hosting the Coldest Night of the Year WALK, a family-friendly event to raise awareness and funds for CFY programs and services that support vulnerable youth in our community.

Starting and ending at Atlantic Place, an anticipated 300+ community members will walk and volunteer their time to show their support for young people in need in our community. Each walker has committed to completing a 2.5km route through downtown St. John's, to show their commitment to social justice and ending youth homelessness. Walkers and volunteers are reminded to dress for slippery, snowy, and cold conditions and to pre-register online. Coldest Night of the Year – St. John's reached its fundraising goal of \$65,000 on Friday, and the scoreboard keeps climbing! The event is possible thanks to local sponsors: Lead sponsors – PAL Airlines and Atlantic Edge + Reddy Kilowatt Credit Unions; Supporting sponsors – Lindsay Construction; Rest Stop sponsors –The Home Depot and Fortis Inc.; Route sponsors – Avalon Mall, Co-operators, Tiller Engineering, Medavie and Plaza REIT; Goods and Services sponsors – Jumping Bean, Martek, iDesign, Starbucks, Alick Tsui Photography, and Bartlett Auction House; and Media Sponsor – HOT 99.1. To donate or learn more information, please visit -> [cnoy.ca/stjohns](http://cnoy.ca/stjohns)

*"As Choices for Youth marks its 13th year hosting Coldest Night of the Year in St. John's, more than 300 participants and volunteers will take to the streets of downtown to raise vital funds and awareness around youth homelessness in our community. This event plays an important role in supporting our programs and services, while highlighting the ongoing need for collective responsibility and support for those facing complex barriers. The success of this event would not be possible without the dedication of our walkers, volunteers, donors, and sponsors, and we are deeply grateful for their continued commitment."*

-Katie Keats, Manager of Fund Development and Communication

### Event Details

Choices for Youth | Coldest Night of the Year Walk

Saturday, February 28, 2026

4:00pm Opening Ceremonies | 4:15pm Walk

Atlantic Place, 215 Water Street, St. John's

[www.cnoy.ca/stjohns](http://www.cnoy.ca/stjohns)

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Interview opportunities available – please arrange interview time in advance.

### Media Contact:

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Choices for Youth

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*Choices for Youth has been operating in St. John's for over 35 years, helping vulnerable youth and young families to secure stable housing, education and employment, while working towards family stability and better health. This is Choices for Youth's twelfth Coldest Night of the Year event.*