



Media Advisory

For Immediate Release

Choices for Youth

(709) 754-0446

ST. JOHN'S, NL – Today, Saturday, February 24th, 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, which is meant to shed light on the reality of being left out in the cold. Walkers and volunteers are reminded to dress for slippery and cold conditions and to pre-register online. Coldest Night of the Year – St. John's had reached its goal of \$55,000 on Tuesday, and the scoreboard currently displays 141% of the goal with a total of over \$77,000 raised. The event is possible thanks to local sponsors: Lead sponsors – Atlantic Edge Credit Union and Reddy Kilowatt Credit Union; Supporting sponsors – Lindsay Construction and Belairdirect; Rest Stop sponsor – The Home Depot; Route sponsors – Avalon Mall, Co-operators, Medavie, and Stewart McKelvey; Goods and Services sponsors – Jumping Bean, Martek, iDesign, Starbucks, Bartlett Auction House, and Alick Tsui Photograph; and Media Sponsors – HOT 99.1.

Photo and interview opportunities available – please arrange interview time in advance.

Event Details

Choices for Youth | Coldest Night of the Year Walk

Saturday, February 24, 2025

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

Atlantic Place, St. John's

For further information, contact:

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Choices for Youth has been operating in St. John's for over 30 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 eleventh Coldest Night of the Year event.