



Media Advisory

For Immediate Release

Choices for Youth

(709) 754-0446

ST. JOHN'S, NL – Tomorrow, Saturday February 25th, Choices for Youth is hosting the Coldest Night of the Year WALK, a family-friendly walking fundraiser to raise awareness about challenges facing at-risk and homeless youth in our community.

Starting and ending at Atlantic Place an anticipated 250+ 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 extremely cold temperatures and pre-register online. Coldest Night of the Year – St. John's has reached its goal of \$50,000 yesterday, and the scoreboard keeps climbing. The event is possible thanks to local sponsors: Lead sponsors – EasternEdge Credit Union and Reddy Kilowatt Credit Union; Rest Stop sponsors – Lindsay Construction and The Home Depot; Route sponsors – Avalon Mall and Co-operators; Goods and Services sponsors – Jumping Bean, Martek Morgan Finch, iDesign, Starbucks 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 25, 2023

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 tenth Coldest Night of the Year event.