

MEDIA ADVISORY

Feb 7, 2022



Virtually Experience the Coldest Night of the Year

Calgary, AB – Join The Mustard Seed and thousands of Canadians as we come together for this year’s 11th annual Coldest Night of Year fundraiser. Since 2011, individuals and groups across the country have been raising money to end homelessness in our cities.

Throughout the month of February, walk virtually outside with us in this family-friendly initiative, and help support people experiencing homelessness, hurt, and hunger. By taking part in The Mustard Seed’s Coldest Night of the Year (CNOY) on February 26th (or any day of your choosing) you help provide much-needed services and programs to our most vulnerable this winter, specifically in your city.

Registration is completely free! Everyone is welcome to come out and support those in need within their local communities. Stay safe by walking on your own 2 or 5 km route close to home and within your bubble. With your help, together we can hit our personal goal of \$120,000.

For more information on CNOY or to register, please visit TheSeed.ca/cnoy.

For more information about The Mustard Seed’s CNOY:

- Andrew Gusztak, Volunteer Resources & Street Level Manager – The Mustard Seed Calgary

About The Mustard Seed:

The Mustard Seed is a Christian non-profit organization that has been caring for individuals experiencing homelessness and poverty since 1984. Operating in six cities across Alberta and BC, The Mustard Seed is a supportive haven where people can have their physical, mental, and spiritual needs met and grow toward greater health and independence. TheSeed.ca

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To set up an interview with The Mustard Seed Calgary contact:

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