

MEDIA RELEASE

October 20, 2021



The Mustard Seed Seeks Donations of Socks and Underwear at Halloween Havoc Sock Drive

Edmonton, AB – With colder weather approaching, The Mustard Seed is looking to collect essential items for individuals experiencing homelessness and poverty at their Halloween Havoc sock and underwear drive. On Saturday October 30, 2021, from 12-4 PM, The Mustard Seed Thrift Store is accepting donations of new socks and underwear at their drive thru donation drive, with the goal of filling a five-ton truck. Donors are invited to dress in their Halloween costumes and help The Mustard Seed bring dignity to people experiencing homelessness and poverty through a new pair of socks and underwear.

All donations will benefit The Mustard Seed referral program at the Thrift Store. The referral program allows individuals experiencing homelessness and poverty to shop with dignity by selecting their own items at the thrift store, free of charge. Individuals can be referred to the program through staff at The Mustard Seed’s community hubs, shelters, housing supports, and employment services. Program participants can access the Thrift Store to for items through the program every three months.

“We are excited to welcome donors on October 30th to our sock and underwear drive,” explains Jocelyn Lapointe, The Mustard Seed Thrift Store Supervisor. “By providing a new pair of socks and underwear through our referral program, you are helping individuals experiencing homelessness and poverty have the dignified shopping experience at our store.”

In the last six months, 458 community members have accessed the referral program at The Mustard Seed Thrift Shop, shopping for 5192 items of clothing and hygiene items.

Event Details:

- Halloween Havoc sock and underwear drive
- October 30, 2021 from 12 – 4 PM
- Location: The Mustard Seed Thrift Store (6527 118 Avenue)
- Staff and volunteers will be on site to accept your donations

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 five cities across Alberta and British Columbia, 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

Media Contact:

Jacquie DuVal
Communications Coordinator Team Lead
The Mustard Seed
780-999-6878
JacquieDuVal@theseed.ca