

MEDIA ADVISORY

June 27, 2023



Hope For A Hatter: A Mustard Seed Campaign for Medicine Hat's Vulnerable Citizens

Medicine Hat, AB – The Mustard Seed Medicine Hat is pleased to present Hope For A Hatter. For 10 weeks, this impactful initiative will highlight our guests across our social media channels, who share their stories of heartache, loss, and pain, but have turned into stories of hope. With their testimonies, we seek to show our supporters and donors how their gifts of hope change lives through essential services and programs.

Hope For A Hatter focuses on three key gifts: meals, shelter, and health & wellness support. These gifts of hope will help care for and empower our vulnerable citizens so that they may regain their independence and become active members of society. Help from our city is essential, as we're all experiencing the onset of hard times, and nothing initiates healing and hope quite like the collective support and compassion of a community.

"We recognize the multifaceted nature of poverty and homelessness and how it impacts each individual differently, and we walk alongside those individuals to create tailored programs," says Samantha Lowe, Senior Director of Shelter Operations. "We provide significant wrap-around supports to the most vulnerable in our community, including housing-focused shelter, day programs, food security programming, and wellness services."

Hope For A Hatter provides immediate relief for our citizens. Gifts are being accepted and put straight to work, ensuring individuals receive tangible, life-changing programs and support now.

WHAT: Hope For A Hatter Campaign

WHEN: June 26 – August 31

WHERE: The Mustard Seed Medicine Hat

For More Information: TheSeed.ca/HopeForAHatter

Available for interview:

- Samantha Lowe, Senior Director Shelter Operations, The Mustard Seed
- Andrew McLean, Basic Services Manager, The Mustard Seed Medicine Hat

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

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