

Media Release

United Way Simcoe Muskoka

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FOR IMMEDIATE RELEASE

February 6, 2024

Coldest Night of the Year Returns to Bradford

United Way Simcoe Muskoka partnering with WOW Living to raise funds in support of community's most vulnerable through February 24th event

Bradford, ON February 6, 2024 - United Way Simcoe Muskoka is excited to announce its Third Annual Coldest Night of the Year event on February 24 in Bradford. This family-friendly "winterrific" walk through the heart of town is an opportunity for community members to come together to make a significant impact on local charities supporting individuals facing hurt, hunger, and homelessness.

This year, United Way Simcoe Muskoka is partnering with WOW Living to raise even more funds in support of our community's most vulnerable people.

"Every person deserves a warm and safe place to call home," says Brian Shelley, Chief Executive and Philanthropy Officer, United Way Simcoe Muskoka. "That's why your United Way is proud to partner with WOW Living in our shared effort to raise awareness and funds in support of those most in need in our community."

Participants will have a choice to participate in a 2.5 or 5km route and those walkers that raise more than \$75 receive a Coldest Night of the Year toque. Following the walk, a warm meal will be provided at the Bradford and District Community Centre. Last year's Bradford Coldest Night of the Year involved 200 walkers and 40 volunteers who helped to raise over \$58,000. This year's goal is to raise \$75,000.

"Every dollar raised will go toward providing wrap-around support for our Out of The Cold Cafe guests. Instability can make the weight of life feel unbearable. Our WOW Living TEAM comes alongside people to help shoulder that weight while connecting guests with the resources they need to increase stability and hope" says Jodi Greenstreet, Executive Director, WOW Living.

Your United Way and WOW Living encourage everyone, young and old, to bundle up and collectively work towards building a warmer, more supportive community for all through Coldest Night of the Year.

Event details:

Date: February 24, 2024

Location: 125 Simcoe Rd, Bradford, ON

Time: Welcome and Check-In begins at 4:00pm

To learn more, sign up a team, or make a donation for this year's Coldest Night of the Year event, go to: cnoy.org/location/bradford

For sponsorship opportunities please contact: Rosi Martin, Relationship Manager-Events and Engagement rmartin@uwsimcoemuskoka.ca t. 705.726.2301 x 2035

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About United Way Simcoe Muskoka

United Way Simcoe Muskoka is a local charity dedicated to bringing together people and organizations to meet community needs by tackling complex social issues. To learn more, go to <https://uwsimcoemuskoka.ca/>

About WOW Living

WOW Living's mission is to provide people living in poverty with the tools and resources they need to strengthen stability and increase resiliency.

Media Inquiries

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