

Joint Media Release



United Way Simcoe Muskoka

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UWSimcoeMuskoka.ca

FOR IMMEDIATE RELEASE

December 13, 2024

Coldest Night of the Year Returns to Midland

United Way Simcoe Muskoka Partnering with The Guesthouse Shelter to raise funds in support of community's most vulnerable through February 22nd event

Midland, ON December 13, 2024: The Guesthouse Shelter in partnership with United Way Simcoe Muskoka is excited to announce their Annual Coldest Night of the Year event on February 22, 2025, in Midland. 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, The Guesthouse Shelter is partnering with United Way Simcoe Muskoka 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 The Guesthouse Shelter 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 \$150 receive a Coldest Night of the Year toque. Following the walk, a warm meal will be provided at St. Paul's United Church. Last year's Midland Coldest Night of the Year involved 150 walkers and 20 volunteers who helped to raise over \$25,000; this year through this new partnership event organizers are hoping to raise \$50,000.

Your United Way and The Guesthouse Shelter 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 22, 2025

Location: St. Paul's United Church, 308 King St, Midland, 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: <https://cnoy.org/location/midland>

For sponsorship opportunities please contact: Rosi Martin, Relationship Manager-Events and Engagement at rmartin@uwsimcoemuskoka.ca t: 705.726.2301 x2305

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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/>

Photo cutline: Walkers in the Coldest Night of the Year 2024 event

Media Inquiries

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