



MEDIA RELEASE

Niagara's Live-In-Your-Car-A-Thon Is Back!

No Fixed Address is a 24-hour Live-In-Your-Car-A-Thon to raise awareness about homelessness and poverty in the Niagara Region. From August 11-12, participants will experience how difficult it is to live out of their car and live off of a convenience store diet. The event's purpose is to educate, it does not try to simulate homelessness. This is the YWCA Niagara Region's 6th annual No Fixed Address, which over the past few years raised approximately \$264,000. This year's goal is \$70,000.

Participants in this event collect pledges from their families and friends, and after a day of activities aimed at educating them about homelessness, spend the night sleeping in their vehicle. The YW puts on this event in hopes that giving people a small glimpse of the homeless experience will inspire them to become advocates for homeless peoples living in the region.

No Fixed Address educates participants about the seriousness of homelessness and challenges the stereotypes around it. A variety of activities such as games and experiences from people who lived in poverty are planned throughout the day. There will be live music and a movie for participants to enjoy and wind down at the end of the day.

There are options to sign up as an individual, or as a team. Since this is a great team building event, corporate teams are welcomed and encouraged. The goal is to have each participant raise over \$100 in pledges, with prizes for the top adult, junior (under 18) and

team fundraisers. No Fixed Address is from August 11th at 10 a.m. to August 12th at 10 a.m. and will be located at the Pen Centre in St. Catharines, at the back entrance of the parking lot. For more information and to register, please visit: nfaniagara.com.

About YWCA Niagara Region: YWCA Niagara Region is the largest provider of Emergency Shelter in the Niagara Region and a recognized expert among funders and community agencies. The YW offers innovative housing programs and services that provide hope for women and their families living in poverty. The YW is committed to social change and work to create a community that supports women who are living in poverty.

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