

Walk with us on the Coldest Night of the Year 2020



Dear Community Member,

On behalf of Pacific Centre Family Services Association (PCFSA) and Our Place Society, you are invited to join a team of community leaders in taking part in Coldest Night of the Year on Saturday, February 22, 2020. Coldest Night of the Year is a national family-friendly walk that raises awareness and money for charities serving hungry, homeless, and hurting people in our community.

Last year the walk took place at two locations in downtown Victoria and raised over \$50,000 for Our Place. Many Local businesses and community groups came together and made it a special night. The team from Frontrunners warmed up the

crowd, Coke and Starbucks provided complimentary refreshments and Whole Foods provided the ingredients for a hearty, hot bowl of chili for all our walkers and volunteers. CHEK TV was onsite with live news updates.

The national walk has added a new location "Victoria Westshore". Please walk with us, form teams and seek pledges. This year, Pacific Centre Family Services Assn. and Our Place look forward to seeing many community leaders, businesses, community groups and organizations join us and make a difference in our community. Together we can spread awareness and provide a sense of hope, love and belonging to our neighbours in need.

The link to register is, <https://cnoy.org/location/victoriawestshore>. (The link to register for the downtown walk is <https://cnoy.org/location/victoriapandora>). The Westshore Chamber has joined us as a strong community partner. The 2km, 5km and 10km walking routes in Langford are now up on the website with our start and end location at the Langford Fire Hall #1, 2625 Peatt Rd.

We are excited to announce we have found a sponsor for the Chili – a huge shout out to Artisan Kitchen and Smokehouse <https://www.facebook.com/ArtisanKitchenVictoria/> for generously supplying, making and serving their amazing chili at the end of the walk. We are also excited to announce that Vicki Waters of Vicki Waters JAZZERCISE, along with 8 of her amazing instructors will be helping us kick off this amazing event by leading all the walkers in a group warm up!!

Together we can make a greater impact. A fun way to get friends, co-workers and offices involved would be to come up with a challenge! Please sign up, bring your team, your compassion and your warmest shoes! Thank you for your generous support in advance and for any questions regarding Coldest Night of the Year and registration, please contact either Kara Ross at 250-208-0728 / kross@pcfsa.org or Steven Seltzer at 250-940-5064 / stevens@ourplacesociety.com

Sincerely,

Kara Ross, Executive Assistant, Pacific Centre Family Services Association

Steven Seltzer, Manager of Special Events & Corporate Giving, Our Place

