

January 21, 2021

Dear participants of this year's **Coldest Night of the Year – Victoria Westshore walk**.

Our Place Society and Pacific Centre Family Services Association are so grateful for your participation and support so far.

In light of COVID-19, Province wide restrictions, and concerns for the health and safety of our participants, we will be making a change to our campaign, by switching to a **VIRTUAL WALK** and we want to make sure you are comfortable as we move forward.

We are asking the Greater Victoria and Westshore communities to walk with us, but in their own neighborhoods. The over 150 participants (so far) will continue to support Coldest Night and our two charities by choosing a time in the afternoon or evening of Saturday, February 20 (or any time that week) to take a healthy winter walk in support of individuals and families who are struggling with hurt, hunger and homelessness.

We will be arranging a safe way to provide toques and other gifts to those who sign up and fundraise in support.

We will also be providing contest prizes to those of you who:

- Post the best pictures and videos of your walk
- Post the best pictures and videos of signage you create promoting the walk
- Post the best footshots (pics of the shoes you are wearing on your walk)
- Individual Walkers who raise over \$250 will have their name put in a draw to win a \$100 Spa Gift Card

*****Please use hashtags #CNOY21 and #YYJCNOY for your posts or you can simply send in pics by email.**

I have heard that of the 150 charities-cities participating across Canada this year, 130 have gone to a virtual walk with more making the decision every day in order to ensure the health and safety of their participants. We are saddened to make this change but please know that your support will continue to have a major impact on our work with vulnerable members of our community.

All money raised goes directly to our support programs. For Our Place, the money will be directed to meals. At PCFSA, the money raised will help provide emergency food and meal kits for clients and their families and provide support for their Community Counselling program which is for those who do not fit the mandate of funded programs but cannot afford fee for service Counselling. We have seen an increase need for this support with people who have increased anxiety and depression due to social isolation with Covid-19. The Community Counselling program provides Counselling and support for those who need it the most and can afford it the least.



Please encourage others to sign up and walk virtually in their neighborhoods. One step at a time we can help those in the community who need it most.

To register or donate please visit the following sites:

Victoria Westshore Walk - [Coldest Night of the Year 2021 - Victoria Westshore \(cnoy.org\)](https://www.cnoy.org)

Victoria Pandora Walk - [Coldest Night of the Year 2021 - Victoria Pandora \(cnoy.org\)](https://www.cnoy.org)

If you have any questions or concerns, please feel free to contact us.

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