MEDIA ADVISORY
January 9, 2024

Bundle Up for a Cause: The Mustard Seed Invites You to the 2024 Coldest Night of The Year

Edmonton, AB – Walk with us on February 24! The Mustard Seed is excited to once again partner with Coldest Night of the Year (CNOY) for Canada's largest fundraising walk. Join us this year and the tens of thousands of other individuals and groups as we step outside the warmth and comfort of our homes to shine a light of welcome and compassion in our communities.

Since 2011, CNOY has raised over $96,000,000 across Canada in 166 communities – 100% of net proceeds stay local to support charity partners.

How to Participate:
- **Main Event:** All CNOY locations will host an organized, in-person main event – complete with 2km + 5km signed routes, rest stops, volunteers, and snacks at the end.

- **Offsite Walk:** All CNOY locations will welcome offsite fundraisers who self-organize either with friends or individually, walking any day in February on a route they choose.

Fundraise, donate, or learn more about your Mustard Seed CNOY team:
- **Calgary Ogden**
- **Edmonton Strathcona**
- **Medicine Hat**
- **Kamloops**
- **Red Deer** *(in partnership with the Red Deer Food Bank)*

Registration is completely free! Everyone is welcome to come out and support those that are hurt, hungry, and homeless within their local communities. More than ever, your generosity matters.

For more information on CNOY or to register, please visit **cnoy.org**.

About The Mustard Seed:
The Mustard Seed is a Christian non-profit organization that has been caring for individuals experiencing homelessness and poverty since 1984. Operating in six cities across Alberta and BC, The Mustard Seed is a supportive haven where people can have their physical, mental, and spiritual needs met and grow toward greater health and independence. **TheSeed.ca**

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To set up an interview with The Mustard Seed Edmonton, contact:
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