Media Advisory

January 16, 2025

Support The Mustard Seed in CNOY 2025!

Calgary, AB - The Mustard Seed is thrilled to announce our continued partnership with *Coldest Night of the Year* (CNOY), Canada's largest annual walk to raise funds and awareness for poverty and homelessness. Since 2011, CNOY has brought together compassionate communities nationwide, raising vital funds to combat homelessness in cities across the country.

This year, we invite you to join us on **Saturday, February 22**, as we walk together to make a difference in the lives of those facing hurt, hunger, and homelessness.

Why Participate? By walking in CNOY 2024, you'll be supporting The Mustard Seed's mission to provide essential services, shelter, and hope to those in need. Your participation helps ensure that no one in our community has to face the cold alone.

Registration Details:

- **Cost:** Registration is completely free!
- **Who Can Join:** Everyone is welcome—families, friends, and individuals alike.
- **How to Register:** Visit **TheSeed.ca/cnoy** for more information and to sign up.
- **Location:** Walk begins at 1819 66 Ave SE Calgary, Alberta (Banting & Best School)

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. The organization operates in multiple cities – Calgary, Edmonton, Red Deer, Medicine Hat, and Grande Prairie in Alberta, Kamloops in British Columbia, and Saskatoon in Saskatchewan. All locations offer a different range of programs and services to serve our most vulnerable community members. **TheSeed.ca**

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