

For Immediate Release
Mar. 12, 2009 | 21-09

Contact:

Angela Forster, Director, Marketing and Communications
Laurier School of Business & Economics
519-884-0710 ext. 3145 or aforster@wlu.ca

Kevin Crowley, Associate Director: News & Editorial
Wilfrid Laurier University
519-884-0710 ext. 3070 or kcrowley@wlu.ca

Laurier students brave the cold to raise awareness about homelessness

WATERLOO – Students from Laurier’s School of Business & Economics will kick off their annual fundraiser, 5 Days for the Homeless, this Sunday, March 15 at 4:30 p.m. Waterloo mayor Brenda Halloran will lead the opening ceremonies.

The event, designed to raise money and awareness for local youth-at-risk shelters, involves three student participants who will brave cold, wind, and hunger for five days and nights.

“Donations have already been pouring in and organizations on campus are showing support, but we can all give more,” said Ginny Dybenko, Laurier’s dean of business and economics. Dybenko, recently declared one of Canada’s most powerful women, will join the participants in an overnight sleepover Tuesday, March 17.

The students will forgo their personal comforts and live outside. They will follow a strict set of rules: no food or drinks other than donations, no access to shelter, no disposable income, only publicly accessible media and electronics, no access to showers or bathrooms other than those accessible through their student cards, and they must fulfill all academic responsibilities. The student participants will also be blogging their daily experiences on the 5 Days for the Homeless website at www.5days.ca/waterloo using public computers.

During last year’s inaugural 5 Days for the Homeless campaign, Laurier raised over \$8,300 in two weeks, beating its financial goal of \$5,000. This year, Laurier’s goal is \$12,000. Proceeds will go to the Argus Residence and ROOF, shelters that provide housing and life-skills training for homeless youth in Waterloo Region.

“I am hoping that this opportunity will help put certain things into perspective and change my life for the better,” said fourth-year BBA student and participant Erin Jaczenko.

During the five-day campaign, students from across the country will be making personal sacrifices to make their community a better place. The national campaign, founded at the University of Alberta four years ago, raised nearly \$130,000 for similar charitable organizations across the country.

Members of the community are encouraged to donate to the cause by visiting www.5days.ca/waterloo. Donations are also being accepted at Little Caesars Pizza locations around the community, and at Classic Indian Restaurant, 150 Wissler Rd., Waterloo. Opening ceremonies will take place Sunday, March 15, 4:30 p.m. in the quad outside the Fred Nichols Campus Centre at Laurier.