

NEWS RELEASE



YWCA YELLOWKNIFE LAUNCHES FIRST YES WE CARE DAY TO PROVIDE SERVICES TO PEOPLE IN NEED

Yellowknife, May 5: Low-income individuals and families often struggle to find the money for a simple but important service like a haircut. YWCA Yellowknife is responding to this need by launching “Yes We Care Day” on May 10th.

Haircuts and other services such as legal advice, tips on relaxation, how to eat well on a budget, planning inexpensive activities for the whole family and how to be a germ stopper will be offered free of charge on May 10th from 10 am to 2 pm at Northern United Place. Services are especially for people who live in emergency shelters and transitional housing. They will be available on a first come, first served basis. There will also be childcare available while parents access services, as well as a hearty lunch, toiletries and clothing.

This day of services is being supported by Vixen Hair Den, poverty lawyers Jeannette Savoie and Valerie Conrad, YHSSA’s Family Counselling and Public Health units, Yellowknife Food Rescue and Yellowknife United Church.

Yes We Care Day acknowledges the everyday needs of hundreds of people in Yellowknife who live in poverty. “Once they’ve paid for rent and food, they don’t have money for services most of us take for granted,” says the YWCA’s Director of Community Relations, Julie Green. The No Place For Poverty workshop last October highlighted both the needs of low-income individuals and families – as well as solutions, specifically an integrated, fully-resourced strategy for eliminating poverty in the NWT.

“In the meantime, the YWCA Yellowknife Advocacy Committee wanted to connect with people in need and show them we care by providing services that they may not be able to afford or don’t know about,” Green said. The idea came from the Yukon Anti-Poverty Coalition in Whitehorse which offers a similar day of services. One of their representatives attended the No Place For Poverty workshop.

The media is invited to attend the closing remarks at 1:45 p.m. to interview organizers and participants.

About YWCA Yellowknife: In addition to emergency and transitional housing for families, YWCA Yellowknife is the largest provider of residential support for people with disabilities, with 22 clients living in six homes, and another 14 people served in their own homes by outreach staff. YWCA Yellowknife also operates Yellowknife’s only family

violence shelter, the 12-bed Alison McAteer House. We also offer confidence-building programs for girls and fee-for-service after-school programs for children ages 5 to 11 at every school in the city. YWCA Yellowknife has been serving the people of the north since 1966. See our website at www.ywcanwt.ca and follow us on Facebook (YWCA Yellowknife) and Twitter (@YWCAYK)

-30-

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