



## MEDIA ADVISORY

### Let your light shine on the less fortunate this Christmas season

**Calgary, Alberta (December 2, 2009)** Join The Mustard Seed as it celebrates 25 years of service to Calgary's homeless through its annual Shine-a-thon. 88.9 Shine FM is once again partnering with The Mustard Seed to raise support for Calgary's less fortunate. On Thursday December 3, 2008, Shine FM will be broadcasting live from The Mustard Seed's downtown location. Help shed light on those living in poverty as The Mustard Seed seeks to raise \$250,000 for Calgary's homeless.

Mustard Seed staff and volunteers will be accepting donations and pledges from people who Dial in, Drive through, Drop by or Donate online. For more information or to donate, call 693-SEED (7333) or visit our website at [www.theseed.ca](http://www.theseed.ca).

### The Mustard Seed's 8<sup>th</sup> annual Shine-a-thon

**Date:** Thursday, December 3, 2009  
**Time:** 6:00 am – 8:00 pm  
**Location:** The Mustard Seed  
106 – 11 Ave. SW

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#### **About The Mustard Seed**

The Mustard Seed is a non-profit Christian humanitarian organization that has been caring for Calgary's homeless for 25 years. Through its three ministry centres across Alberta, it cares for the essential needs of the less fortunate through food, clothing, and shelter provisions, along with education and employment programs, supported housing, health and wellness services, and personalized mentoring.

#### **For more information, please contact:**

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