

MEDIA RELEASE

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Coldest Night Of The Year Goes Virtual

KAMLOOPS, B.C. – Registration is now open for Coldest Night of the Year (CNOY), one of The Mustard Seed Kamloops’ signature fundraising campaigns. This year’s event will take place on Saturday, February 20 and will be virtual with participants encouraged to walk their own routes.

“The Coldest Night of the Year is one of our most popular fundraisers and I am thrilled to announce we have made plans to continue the tradition,” said Kelly Thomson, managing director of The Mustard Seed Kamloops. “Instead of walking as a group, we are encouraging our supporters to fundraise and then walk their own route. Our team looks forward to seeing photos and videos and hearing about everyone’s experience. We know this pandemic has been difficult but are excited so many people are committing to supporting this fundraiser.”

The fundraising goal this year for Kamloops is set at \$20,000 and funds raised will go toward the purchase of new bedroom mattresses for our Men’s Supportive Living facility and to the creation of further outreach programs and services.

Participants are encouraged to register through [Kamloops’ CNOY page](#) before February 19.

In compliance with COVID-19 safety protocols, an appreciation drive-thru will be set up in the north parking lot at the Sandman Centre on February 20, from 2 to 4 p.m. A roped off area will be operated by sponsors and staff where participants can pick up a pre-packed thank you bag. There will also be an area for supporters to drop off additional funds that have not been collected online. Further details on the drive-thru will be posted at a later date.

“We have so many wonderful supporters and organizations to thank,” said Thomson. “They include Motion Church, Pizza Now, H&R Block, Interior Savings, The Kamloops Blazers and K97.5 FM. Coldest Night of the Year is a meaningful and fun way to support those within our Kamloops community experiencing homelessness and hunger. Bundle up, captain a team, join a team, and let’s all walk together in spirit on February 20.”

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.

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