

FOR IMMEDIATE RELEASE

Haven on the Queensway and CF Sherway Gardens New Partnership for Coldest Night of the Year 2025

Etobicoke, ON – December 1, 2024 – Haven on the Queensway is proud to announce a new partnership with CF Sherway Gardens as the official venue for Etobicoke's 12th annual Coldest Night of the Year (CNOY) fundraiser. This exciting collaboration will see the mall hosting Etobicoke's most impactful winter walk-a-thon to raise funds and awareness for those struggling with hunger, homelessness, and poverty.

The **Coldest Night of the Year 2025** will take place on **Saturday, February 22, 2025**, and is expected to gather hundreds of participants from the Etobicoke community and beyond to brave the cold and walk in solidarity with the vulnerable. CF Sherway Gardens' support as the new location sponsor marks a significant milestone for the event, helping Haven on the Queensway continue to provide essential services to those in need.

"We are thrilled to welcome CF Sherway Gardens as our new partner for CNOY 2025," said Susan Carbone, Projects and Events Director at Haven on the Queensway. "This collaboration will allow us to host an even larger event, raise greater awareness, and ultimately provide more support to the individuals and families we serve. The funds raised will go directly towards operating vital programs such as our **Hope with Wheels** mobile outreach, which delivers food, clothing, and basic necessities to Toronto and Etobicoke's homeless population."

In 2024, the Etobicoke location for CNOY had over 411 walkers, 56 teams, and 78 volunteers come together to raise over **\$140,000**. The goal for 2025 is to raise **\$150,000**, and the partnership with CF Sherway Gardens is expected to elevate the event's visibility and impact, allowing for even greater community involvement.

"At **Cadillac Fairview**, we believe in fostering meaningful partnerships that contribute to the well-being of the communities we serve," said Dayne Chabon, Manager, Security & Life Safety at Cadillac Fairview of CF Sherway Gardens. "We are honoured to partner with Haven on the Queensway and host the Coldest Night of the Year 2025 at CF Sherway Gardens. This initiative aligns with our values of social responsibility, and we are proud to play a part in helping our community members in need."

Funds raised through CNOY help Haven on the Queensway continue to offer crucial programs, including the **First Care, Food Bank, Haven's Closet**, and **Haven Helping Seniors**, in addition to the **Hope with Wheels** program. These initiatives provide direct support to more than 1,500 individuals every week. CNOY is a nationwide initiative that engages tens of thousands of Canadians annually to step into the cold in support of people experiencing homelessness, hunger, and poverty. This event has extended to parts

of the US since 2021. By partnering with CF Sherway Gardens, Haven on the Queensway is poised to host its largest and most successful event yet.

How to Participate:

To participate in CNOY 2025, register as an individual or a team and/or become a sponsor for Etobicoke by visiting www.cnoy.org/location/etobicolakeshore. Walkers of all ages are encouraged to participate, and there are various sponsorship opportunities for local businesses and organizations. Together, we can make a real difference in the lives of our most vulnerable neighbours.

Learn more about Haven on the Queensway at havenontheq.com

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For media inquiries or more information on sponsorship opportunities, please contact:

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Haven on the Queensway

Haven on the Queensway, founded in 2009, offers a helping hand to those experiencing financial hardship in the communities of Etobicoke and the Greater Toronto Area. We help individuals and families plan toward a better tomorrow through a range of programs, services and one-on-one support that fosters meaningful steps and actions, inspiring others to hope, rise and thrive.