



Media Advisory

For Immediate Release

Choices for Youth

(709) 754-0446

ST. JOHN'S, NL – Today, Saturday, February 22nd, Choices for Youth (CFY) is hosting the Coldest Night of the Year WALK, a family-friendly event to raise awareness and funds for CFY programs and services that support vulnerable youth in our community.

Starting and ending at Atlantic Place, an anticipated 300+ community members will walk and volunteer their time to show their support for young people in need in our community. Each walker has committed to completing a 2.5km route through downtown St. John's, to show their commitment to social justice and ending youth homelessness. Walkers and volunteers are reminded to dress for slippery, snowy, and cold conditions and to pre-register online. Coldest Night of the Year – St. John's reached its fundraising goal of \$60,000 on Friday, and the scoreboard keeps climbing! The event is possible thanks to local sponsors: Lead sponsors – Atlantic Edge Credit Union and Reddy Kilowatt Credit Union; Supporting sponsors – Lindsay Construction, Belairdirect, and Tiller Engineering; Rest Stop sponsors –The Home Depot and Fortis Inc.; Route sponsors – Avalon Mall, Co-operators, and Medavie; Goods and Services sponsors – Jumping Bean, Martek, iDesign, Starbucks, and Bartlett Auction House; and Media Sponsor – HOT 99.1. To donate or learn more information, please visit -> cnoy.ca/stjohns

Interview opportunities available – please arrange interview time in advance.

Event Details

Choices for Youth | Coldest Night of the Year Walk

Saturday, February 22, 2025

4:00pm Opening Ceremonies | 4:15pm Walk

Atlantic Place, 215 Water Street, St. John's

For further information, contact:

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Choices for Youth has been operating in St. John's for 35 years, helping vulnerable youth and young families to secure stable housing, education and employment, while working towards family stability and better health. This is Choices for Youth's twelfth Coldest Night of the Year event.